The Village at Sherman Oaks Business Improvement District Engineer's Report

Sherman Oaks, California
January 1, 2015 to December 31, 2019

Prepared by:
Kristin Lowell Inc.

Prepared pursuant to the State of California
Property and Business Improvement District Law of 1994
and Article XIIID of the California Constitution
to create a property-based business improvement district

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ENGINEER'S STATEMENT

This Report is prepared pursuant to Section 36600 et seq. of the California Streets and Highways Code (the "Property and Business Improvement District Law of 1994" as amended) (herein after "State Law") and pursuant to the provisions of Article XIIID of the California Constitution (Proposition 218).

The Village at Sherman Oaks Property-Based Business Improvement District ("District") will provide activities either currently not provided or are above and beyond what the City of Los Angeles provides. Every individual assessed parcel within the District receives special benefit from the activities identified under Section B of this Report. Only the assessed parcels within the District receive the special benefit of these proposed activities; parcels contiguous to and outside the District and the public at large may receive a general benefit, as outlined in Section E. The cost to provide general benefits, if any, will be funded from sources other than special assessments.

The duration of the proposed District is five (5) years, commencing January 1, 2015. An estimated budget for the District improvements and activities is set forth in Section D. Assessments will be subject to an annual increase of up to 3% per year as determined by the Owners' Association. Assessment increases must stay between 0 and 3% in any given year. Funding for the District improvements and activities will be derived from a property-based assessment of each specially benefitted parcel in the District in proportion to the benefit received. A detailed description of the methodology for determining the proportional special benefit each individual assessable parcel receives from the service and the assessment for each parcel is set forth in Section F.

I hereby certify to the best of my professional knowledge that each of the identified assessable parcels located within the District will receive a special benefit over and above the benefits conferred to those parcels outside of the District boundary and to the public at large and that the amount of the proposed special assessment is proportional to, and no greater than the special benefits received.

Respectfully submitted,

T E Lowell

Terrance E. Lowell, P.E.

SECTION A: LEGISLATIVE AND JUDICIAL REVIEW

Property and Business Improvement District Law of 1994

The State Law is the legislation that authorizes the City to levy assessments upon the real property for the purposes of providing improvements and activities that specially benefit each individual assessed parcel in the District. The purpose of the District is to encourage commerce, investment and business activities. In order to meet these goals, Districts typically fund activities and improvements, such as, Image Enhancement/Special Projects, Landscaping, Sanitation, Beautification and Administration. Unlike other assessment districts which fund the construction of public capital improvements or maintenance thereof, Districts provide activities and improvements "to promote the economic revitalization and physical maintenance of the business districts of its cities in order to create jobs, attract new businesses, and prevent the erosion of the business districts." (Streets and Highways Code Section 36601(b)). The improvements and activities funded through the District are over and above those already provided by the City within the District's boundaries. Each of the District activities or improvements is intended to improve the economic vitality by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians.

Specifically, the State Law defines "Improvements" and "Activities" as follows:

> *"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years…"*[1]
>
> *"Activities" means, but is not limited to, all of the following:*
> *(a) Promotion of public events which benefit businesses or real property in the district.*
> *(b) Furnishing of music in any public place within the district.*
> *(c) Promotion of tourism within the district.*
> *(d) Marketing and economic development, including retail retention and recruitment.*
> *(e) Providing safety, sanitation, graffiti removal, street and sidewalk cleaning, and other municipal services supplemental to those normally provided by the municipality.*
> *(f) Activities which benefit businesses and real property located in the district.*[2]

Under State Law, parcels that are zoned solely residential or agricultural are presumed to receive no benefit from a District. There are no parcels within the District zoned solely residential or agricultural.

Article XIIID of the State Constitution

In 1996, California voters approved Proposition 218, codified in part as Article XIIID of the State Constitution. Among other requirements, Article XIIID changes the way local agencies enact local taxes and levy assessments on real property. It states, in relevant part, that:

> *(a) An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed. The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the*

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[1] *California Streets and Highways Code, Section 36610.*
[2] *California Streets and Highways Code, Section 36613.*

maintenance and operation expenses of a public improvement, or the cost of the property related service being provided. No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and an agency shall separate the general benefits from the special benefits conferred on a parcel. Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.
(b) All assessments shall be supported by a detailed engineer's report prepared by a registered professional engineer certified by the State of California[3].

"Special benefit" means a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute "special benefit."[4]

Judicial Guidance

Since the enactment of Article XIIID, the courts have rendered opinions regarding various aspects of Article XIIID. The notable portions of cases that apply to assessment districts in general and this District in particular are noted below.

"The engineer's report describes the services to be provided by the District; (1) safety, (2) streetscape maintenance (e.g., street sweeping, gutter cleaning, graffiti removal), and (3) marketing, promotion, and special events. They are all services over and above those already provided by the City within the boundaries of the District. And they are particular and distinct benefits to be provided only to the properties with the District, not to the public at large—they "affect the assessed property in a way that is particular and distinct from {their} effect on other parcels and that real property in general and the public at large do not share."[5]

"...separating the general from the special benefits of a public improvement project and estimating the quantity of each in relation to the other is essential if an assessment is to be limited to the special benefits."[6]

"...the agency must determine or approximate the percentage of the total benefit conferred by the service or improvement that will be enjoyed by the general public and deduct that percentage of the total cost of the service or improvement from the special assessment levied against the specially benefitted property owners."[7]

"...even minimal general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties."[8]

The contents of this Engineer's Report are prepared in compliance with the above noted authorizing legislation, the State Constitution and the judicial opinions.

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[3] *Section 4, Article XIIID of the State Constitution.*
[4] *Section 2 (i), Article XIIID of the State Constitution.*
[5] *Dahms v. Downtown Pomona Property and Business Improvement District, (2009) 174 Cal. App. 4th 708.*
[6] *Beutz v. County of Riverside, (2010) 184 Cal. App. 45h 1532.*
[7] *Golden Hill Neighborhood Association, Inc. v. City of San Diego, (2011) 199 Cal. App. 4th 416.*
[8] *Golden Hill Neighborhood Association, Inc. v. City of San Diego, (2011) 199 Cal. App. 4th 416.*

SECTION B: IMPROVEMENTS AND ACTIVITIES

The Village at Sherman Oaks Business Improvement District will improve and convey special benefits to the assessed parcels located within the District. Services include Image Enhancement/ Special Projects, Landscaping, Sanitation, Beautification and Administration. The following narrative describes the plan services for the District's first year of operation. Final programs and budgets will be subject to the review and approval of the District Owners' Association and City Council.

Assessed parcels that receive the Village at Sherman Oaks Property and Business Improvement District (VSOPBID) services, programs and improvements as described below will specially benefit the assessed parcels because they are designed to attract more customers, visitors and employees, thereby increasing customers and economic vitality. These services improve commerce and economic vitality by deterring crime, reducing litter and debris, all considered detractions to commerce, and economic vitality.

The property uses within the boundaries of the VSOPBID are a unique mix of retail, office, parking, grocery, restaurant and banking (hereinafter "Assessed Parcels"). These Assessed Parcels are entirely commercial or parking in nature.

Image Enhancement/Special Projects

The Image Enhancement/Special Projects category will include services such as streetscape improvements, banner or holiday decor, additional street furniture, landscaping projects, pedestrian or tree lighting, tree well grates, special events, capital improvements (i.e., median construction or electrical installation) and private security. Other programs also include services such as marketing and economic programs designed to increase building occupancy and encourage new business development for assessed parcels within the District. These services are only provided to the individually assessed parcels in the District. The Image Enhancement services of this category are designed to specially benefit the retail, office, parking, grocery, restaurant and banking parcel types by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians. This service will specially benefit the individual assessed parcels and help meet the VSOPBID Goals by increasing cleanliness and encouraging increased patronage and commerce on each individual assessed parcel because dirty sidewalks and trash are deterrent to customers and streetscape improvements such as tree lighting enhance the appearance of the individually assessed parcels.

Landscaping, Sanitation and Beautification

Landscaping, Sanitation and Beautification services include watering, weeding, tree trimming, sidewalk sweeping, pressure washing, trash removal, hanging basket watering, and graffiti removal. The Landscaping, Sanitation and Beautification services of this category are designed to specially benefit the retail, office, parking, grocery, restaurant and banking parcel types by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians.

These services will specially benefit the individual assessed parcels and meet the VSOPBID Goals by increasing cleanliness and thereby encouraging increased patronage and commerce on each individual assessed parcel because graffiti and unkempt sidewalks are a deterrent to customers and landscaping services create an inviting environment that attracts customers.

Administration/ Uncollected Assessments

The purpose of the Administration/Uncollected Assessments budget item is to fund the various administrative and uncollected assessments costs associated with providing the District's services to each parcel. Administrative funds will be used to cover the cost for an Executive Director, office expenses, legal fees, accounting fees, consulting fees, annual financial review, banking charges, recovery fees, Directors & Officers insurance and General Liability insurance. The Administration professional staff will manage the day-to-day operations of the District and implement the VSOPBID programs and services which are designed to specially benefit the retail, office, parking, grocery, restaurant and banking parcels.

Funds in this category may be also used for City/County collection fees, uncollected assessments, consulting fees and VSOPBID renewal fees. This category will ensure that there are sufficient funds to provide VSOPBID services which will in turn result in attracting more customers, visitors, employees and tenants as a result of the VSOPBID programs, services and improvements, thereby increasing customers and economic vitality to the VSOPBID. The funds from this category will improve commerce and economic vitality by supplementing all the VSOPBID programs. Funds in this category will be used for any of the categories listed above. Funds in this category will be expended to maintain and improve the commercial core by providing Image Enhancements/Special Projects, Landscaping, Sanitation and Beautification services for the assessed parcels designed to attract customers and pedestrians in an effort to increase lease rates and commercial rentals. The Administration/Uncollected Assessment fund will specially benefit each individual assessed parcel because administrative activities are necessary to implement the Districts programs and services.

All Administrative/Uncollected Assessment services provide special benefits to the individually assessed parcels and are services that are over and above the City's baseline of services and are not provided by the City. These services are not provided outside of the District. In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded by the assessment, services will only be provided to individually assessed parcels in the District.

Services and improvements provided by the District are designed to provide special benefits to the individually assessed parcels in the form of improving the economic vitality by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians. The retail, grocery, restaurant and banking parcels will specially benefit from the programs and services because the well-manicured District will provide an attractive and well attended environment to attract consumers. The office parcels will benefit by providing a desirable commercial location for their employees and tenants. The parking parcels will also specially benefit because the parking availability will attract customers and revenue. The District programs will keep the District beautiful and clean in order to attract commercial tenants and maintain lease rates for office parcels. The Village at Sherman Oaks Property and Business Improvement District (hereinafter "VSOPBID") services and improvements enhance each assessed parcel by improving cleanliness, sanitation, beautification, parking, business attraction and retention, and commerce for its business tenants, employees, customers, clients and visitors. Image enhancement, sanitation and beautification services benefit the assessed parcels by providing a clean and beautiful environment conducive to attracting pedestrians and consumers and improving the economic vitality to the assessed parcels. This is achieved through sidewalk sweeping, weed removal,

graffiti removal, plant watering, holiday decorations, tree lighting, trash removal and landscaping. These services create the environment needed to achieve the VSOPBID Goals.

SECTION C: BENEFITTING PARCELS

District Boundary

Article XIIID Section 4(a) of the State Constitution requires that the authorizing agency "Identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed".

The boundaries of the District have remained constant since 1999. As part of this renewal, there will be no changes to the boundaries of the District. Presently, there is only one zone in the District since all services are provided to all individually assessed parcels in the District. A map of the District can be found in Appendix A.

There are 80 commercial parcels in the District. There are no zoned solely residential parcels in the District. Portions of parcels 2276-002-066 (parcel 74) and 2276-002-030 (parcel 79) are zoned residential; however, they are solely used as commercial parking lots. Only the non-residentially zoned portion of the parcels will specially benefit and are being assessed. Solely residential parcels are presumed by State Law to not benefit from District improvements, activities or services.

The District boundaries are defined as follows:

The northern boundary begins at parcel #46 (APN 2265-013-004) on Van Nuys Blvd. From that point, the District boundary, heading south on the East side of Van Nuys Boulevard, includes all parcels primarily one parcel deep along Van Nuys Blvd. to Ventura Blvd., ending at parcel #55 (APN 2265-014-011). Parcel #56 (APN 2265-014-012) and parcel #57 (APN 2265-014-013) are one shopping center and the boundary is two parcels deep at that one shopping center of the District.

Starting at parcel # 45 (APN 2265-011-039) on Van Nuys Blvd., heading south on the West side of the street and including parcels that are one parcel deep along Van Nuys Blvd. to Ventura Blvd. The District boundary continues West on Ventura Blvd. at parcel #22 (APN 2265-010-012) located on the northwest corner of Ventura Blvd. and Van Nuys Blvd. and continues on the North side of Ventura Blvd. to include all parcels fronting Ventura Boulevard until parcel #1 (APN 2265-001-001).

Starting at parcel #59 (APN 2276-001-001) at the southwest corner of Van Nuys Blvd. and Ventura Blvd., the District boundary continues West including parcels that are one parcel deep along the south side of Ventura Boulevard to parcel #80 (APN 2276-003-036).

Starting at parcel #1 (APN 2265-001-001) at the northwest corner of the District traveling eastward including parcels that are one parcel deep along Ventura Boulevard on the North side of the street through parcel #22 (APN 2265-010-012).

Boundary Rationale

The VSOPBID boundary is comprised of the commercial core parcels where the main economic activity of the Village at Sherman Oaks is centered. The commercials parcels fronting Ventura Blvd. and Van Nuys Boulevard are the heart of the commercial core of Village at Sherman Oaks. The office parcels also benefit from the programs and services because a clean and attractive District attracts tenants and which is also likely to increase lease rates . Property owners who lease their office space will have the added benefit of offering tenants the "Village" experience as a benefit to attracting tenants and obtaining favorable lease rates.

The District boundary was chosen to include all of the non-residential and non-auto service related parcels that compose the commercial core that attracts pedestrians and to the area known as the "Village" to the south along Van Nuys Boulevard to Ventura Boulevard. Since the auto-service related businesses are not part of the District's commercial core and are not included in the VSOPBID market demographic, they would not specially benefit from the increased pedestrian traffic. Therefore, they have not been included within the boundaries of the VSOPBID.

The VSOBID boundaries begin at the commercial core parcels near the intersection of Ventura Boulevard and Cedros Avenue. They continue eastward until Van Nuys Boulevard. At Van Nuys Boulevard the District continues north along Van Nuys Boulevard. On the west side of the street, the District ends at Hortense Street. On the east side of Van Nuys Boulevard, the district ends just north of Hortense Street and includes all of the commercial non-auto service related commercial parcels.

Since the establishment of the District in 1999, several permanent fixtures have been installed to further enhance and identify the District. The most prominent landmark in the District is a large concrete monument with "The Village at Sherman Oaks" logo that appears in the center median on Ventura Blvd. The District boundaries are further emphasized by permanent signage throughout the District. "The Village at Sherman Oaks" signs are posted either on metal poles or electrical boxes throughout the District. The signage on the poles were specially designed and installed for the sole purpose of identifying the District. The signage on the electrical boxes have been painted and affixed with "The Village at Sherman Oaks" logo and the District's signature images.

Services and improvements provided by the District are designed to provide special benefits to the retail, office, parking, grocery, restaurant and banking type parcels. All of the services provided such as the image enhancement projects and cleaning services are over and above the City's baseline of services and are not provided by the City.

Northern Boundary

Parcels beyond the northern boundary will not specially benefit because they are not part of the commercial core of the District. The northern boundary of the District was established in 1999. There are no proposed changes to the northern boundary of the District as part of this renewal. The north western boundary of the District begins at parcel #2265-011-039 and includes parcels that are one parcel deep along Van Nuys Boulevard from Hortense Street to Ventura Boulevard. The boundary was chosen to include all of the non-residential and non-auto service related parcels that make up the pedestrian friendly, commercial core that attracts locals and visitors to the area known as the "Village." From the north boundary, the boundary continues south, including one parcel deep, along Van Nuys Boulevard to Ventura Boulevard. Neither

the residential or auto service related parcels are included in the District because the services are not designed to benefit these types of parcels. The commercially zoned parcels north of the District are excluded from the District because they are auto service parcels that are oriented to provide services solely to vehicular traffic (i.e. automotive use) and the VSOPBID programs and services are designed to increase pedestrians to the District. Additionally, parcels located to the west of the boundaries are residential in nature and do not meet the goal of the District to increase commerce because residential parcels do not have commerce and therefore would not benefit from the VSOPBID programs and services.

The north east boundary begins at parcel #46 (APN 2265-013-004) and travels south to Ventura Boulevard. Parcels north of the District are auto service parcels and are not part of the District. The VSOPBID Goals are not designed to provide special benefits to auto-related service parcels. Because State Law requires that there be a special benefit to assessed parcels, the automotive use parcels located north of parcel #46 will not be assessed as the programs and services are not designed to attract vehicular traffic to the auto-related parcels. For example, if the District provided sidewalk sweeping or trash receptacle service in the auto-service related parcels, the impact of those services would go unnoticed by auto-service consumers because they only drive into those businesses to obtain service to their vehicles. There is no signage or indication that vehicles are entering the Village at Sherman Oaks Business Improvement District. The auto-service parcels are not part of core commercial area designed to attract pedestrians and therefore would not benefit from the VSOPBID programs and services. They are also near the freeway on-ramp which adds to the non- pedestrian nature of the auto-service parcels. Therefore, they have not been included in the boundaries of the District. In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, image enhancement (i.e., streetscape furniture, flower baskets, lighted trees) cleaning personnel and tree trimming will only provide services to individually assessed parcels within the District, and will not provide services outside of District boundaries.

Eastern Boundary

Parcels beyond this boundary will not specially benefit because they are not part of the commercial core of the District and service a different market demographic outside of the District boundaries. The eastern boundary of the District begins at the north east intersection of Van Nuys Boulevard and Ventura Boulevard. At that intersection, the District includes parcels that are two parcels deep because the parcels #55 (2265-014-011), #56 (2265-014-012) and #57 (2265-014-013) comprise one large shopping center. The boundary continues north and includes parcels that are one parcel deep along Van Nuys Boulevard travelling north to parcel 2265-013-004 (map ID #46). The eastern boundaries were established in 1999. There are no proposed changes to the district boundaries. Parcels located to the east of the boundaries are not part of the District because they are residential in nature and do not meet the goal of the District to increase commerce because residential parcels do not have commerce. The boundary was chosen to include all of the non-residential parcels that comprise the commercial core of the District. The commercially zoned parcels east of the District are excluded from the District because they are not part of the commercial core of the District. In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, image enhancement (i.e., streetscape furniture, flower baskets, lighted trees) cleaning personnel and tree trimming will

only provide services to individually assessed parcels within the District, and will not provide services outside of District boundaries.

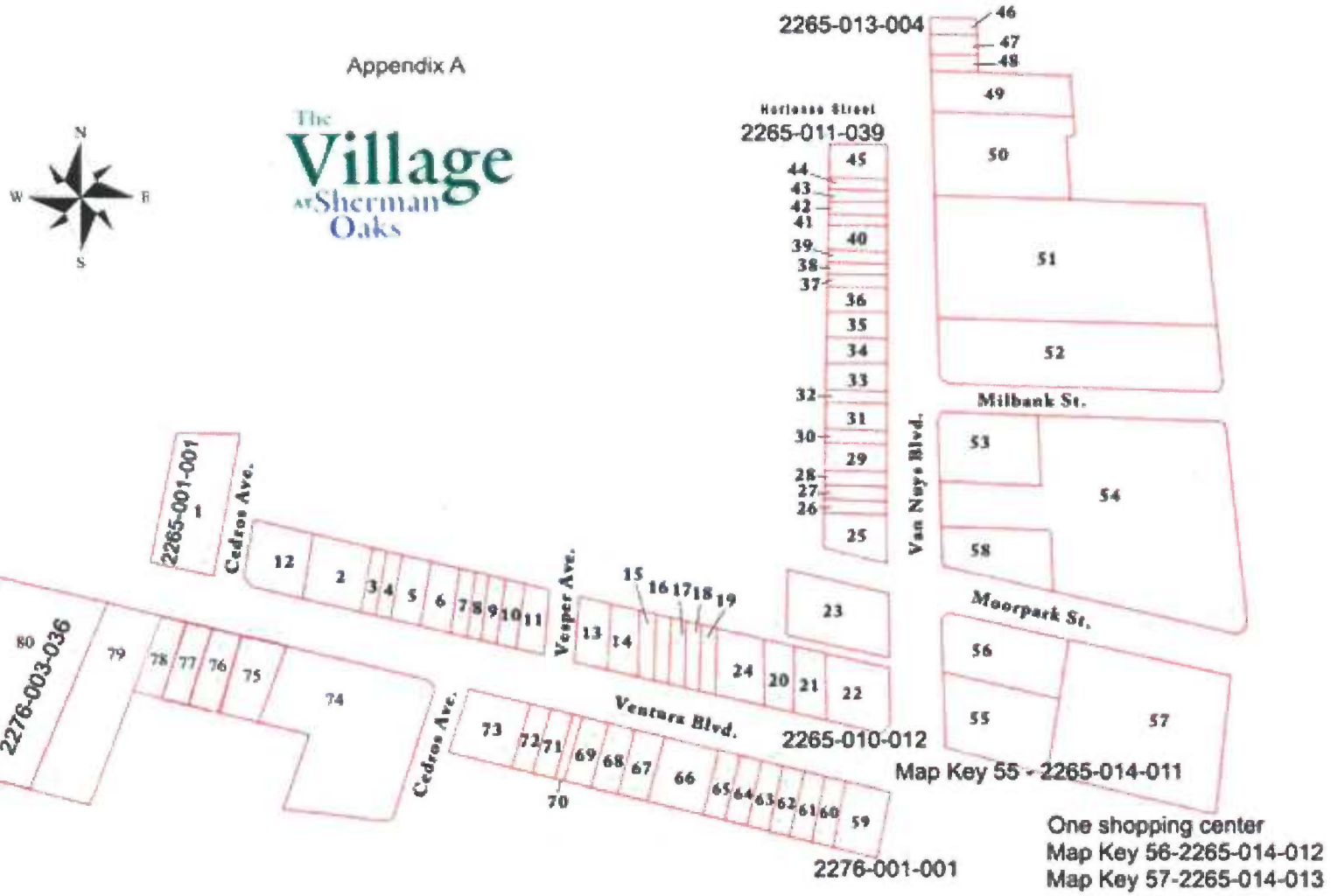
Southern Boundary (Van Nuys Boulevard and Ventura Boulevard)
Parcels beyond this boundary will not specially benefit because they are not part of the commercial core of the District and service a different market demographic outside of the District boundaries Parcels beyond this boundary will not specially benefit because they are not part of the commercial core of the District and service a different clientele demographic outside of the District boundaries. The southern boundary of the District primarily includes parcels that are one parcel deep along Ventura Boulevard from parcel #2276-003-036 to parcel #2276-001-001 at Van Nuys Boulevard. These boundaries were established in 1999. There are no proposed changes to the district boundaries. Parcels located to the south of the boundaries are not part of the District because they are residential in nature and do not meet the goal of the District to increase commerce because residential parcels do not have commerce. The commercially zoned parcels south of the District are excluded from the District because they do not share the same goals as the District and would not benefit from the improvements, activities or services provided for the commercial core of the District that is designed to attract locals and visitors. Additionally, its commercial uses share a different marketplace demographic orientation. In order to ensure that parcels outside of the District will not specially benefit from the improvements and services funded with the assessment, improvements and services will only be provided to individual assessed parcels within the boundaries of the District. Specifically, image enhancement (i.e., streetscape furniture, flower baskets, lighted trees) cleaning personnel and tree trimming will only provide services to individually assessed parcels within the District, and will not provide services outside of District boundaries.

Western Boundary
Parcels beyond this boundary will not specially benefit because they are not part of the commercial core of the District and service a different market demographic outside of the District boundaries. The western boundary of the District was established in 1999. There are no proposed changes to the western boundaries as part of this renewal. The western boundary of the District is parcel #1 (APN 2265-001-001) on the north side of Ventura Boulevard. Parcels west of this boundary are not included in the District because they would not benefit from the improvements, activities or services provided for the commercial core of the district designed to attract visitors and its commercial uses that share a different marketplace demographic orientation. This is further clarified by the fact that the parcel to the west is not zoned commercial, but rather P-1L. The western boundary continues on the south side of Ventura Boulevard at parcel #80 (APN 2276-003-036) Parcels west of this boundary are not included in the District because they would not considered part of the commercial core of the District designed to attract visitors. Parcels located west of the boundary would not benefit from the improvements, activities or services provided to the assessed parcels because they are not part of the commercial core of the District. To further clarify this, parcels west of the District include a parcel that houses a very large telecommunications building that houses mainly machinery and an abandoned parking structure that was damaged beyond repair in the 1994 earthquake. Because the facility also has a large private parking lot that is not accessible to the public, it creates a natural barrier to the pedestrian nature of the District. The large parcel also houses a donation center and two small businesses that create more separation from the rest of the District's pedestrian-oriented area. There is also a small City-owned underutilized parking lot, creating additional separation from the pedestrian-oriented district.

The District boundary is illustrated by the overview map on Appendix B. Parcels are identified by Map Key numbers corresponding to the Assessor's Parcel Numbers, which can be found in Appendix A. If the ownership, size, or zoning of a parcel changes during the term of this District, the assessment calculation may be modified accordingly, pursuant to Government Code 53750.

Appendix A

The Village at Sherman Oaks



SECTION D: PROPORTIONAL BENEFITS

Methodology

Article XIIID Section 4(a) of the State Constitution requires "The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of the public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided".

Determining the proportionate special benefit among the parcels of real property within the proposed assessment district which benefit from the proposed Improvements is the result of a four-step process:

1. Defining the proposed activities,
2. Determining which parcels specially benefit from the proposed activities,
3. Determining the amount of special benefit each parcel receives,
4. Determining the proportional special benefit a parcel receives in relation to the amount of special benefit all other parcels in the District receive.

Each identified parcel within the District will be assessed based upon each parcel's unique characteristics in relationship to all other specially benefitted parcels' characteristics. Due to the proportionate special benefits received by each parcel from the District services, each parcel will be assessed a rate which is commensurate with the amount of special benefits received.

Special Benefit Factors

The method used to determine proportional special benefits are measured by each parcel's lot square footage plus linear street frontage compared to the total lot square footage and linear street frontage of all parcels in the District boundary.

The use of each parcel's assessable lot square footage and linear street frontage is the best measure of benefit for the programs because the intent of the District activities is to improve the economic vitality by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians.

Linear Street frontage is relevant to the amount of benefit each assessed parcel will receive from the District services that are delivered at the street level. This reflects the fact that services on the street will have the greatest benefit to properties in relationship to their exposure on the streets. That is to say that the more linear frontage a parcel has the more benefit it will receive from the services. Linear frontage will only be assessed on the side fronting either Ventura or Van Nuys Boulevards. Parcels with frontage on both Van Nuys and Ventura Boulevards will be assessed for frontage on both Boulevards. Linear front footage was obtained from the County Assessor's parcel maps.

The most emphasis is placed on each parcel's linear street frontage because the special benefits of image enhancement, special projects and cleaning services are realized by its exposure of frontage on the sidewalk. For example, the special benefit of sidewalk sweeping is directly related to the linear street frontage of each parcel. Therefore, it is the reason why there is the most emphasis on linear frontage. Sixty two percent (62%) of the budget is assessed against linear street frontage.

Lot square footage is relevant to the best use of a property and will reflect the long term special benefit implications of the improvement district. Lot square footage is defined as the total amount of area within the borders of the parcel. The borders of a parcel are defined on the County Assessor parcel maps.

The second most emphasis is placed on gross lot square footage due to the long-term value impacts of special benefits in the District. The building and development types do not vary much within the district. Most of the buildings are no more than two stories in height, making lot square footage an equitable variable to use in determining the assessment. Thirty eight percent (38%) of the budget is assessed against gross lot square footage. The use of building square footage as one of the assessment variables is not needed to address the need to spread the assessments equitably because the District does not have a wide variable of density on a parcel. Therefore, the use of linear street frontage and gross lot square footage are the two most equitable variables used to assess the parcels in the District.

SECTION E: SPECIAL and GENERAL BENEFITS

State Law, Proposition 218, and judicial opinions require that assessments be levied according to the estimated special benefit each assessed parcel receives from the activities and improvements. Article XIIID Section 4(a) of the California Constitution in part states "only special benefits are assessable" which requires that we separate the general benefits, if any, from the special benefits provided by the proposed activities and improvements. Further clarification from the Golden Hill judicial opinion states that "even *minimal* general benefits must be separated from special benefits and quantified so that the percentage of the cost of services and improvements representing general benefits, however slight, can be deducted from the amount of the cost assessed against specially benefitting properties". A special benefit as defined in Article XIIID means a particular and distinct benefit over and above general benefits conferred on real property located in the District or to the public at large.

The special benefit to parcels from the proposed District activities and improvements described in this Report is equal to or exceeds the total amount of the proposed assessment. Each individual assessed parcel's assessment is no greater than the special benefit it receives from the District services.

The quantitative analysis of determining both the special and general benefit is provided separately below.

Special Benefit Analysis

All special benefits derived from the assessments outlined in this Report are for property related activities directly benefiting each individual assessed parcel in the District. The special benefit must affect the individual assessable parcel in a way that is particular and distinct from its effect on other parcels and that real property in general and the public at large do not share. Article XIIID Section 4(a) of the state Constitution states "An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed".

The District's goal is to fund activities and improvements to provide a cleaner, safer and more attractive environment as outlined in Section B with the goal of improving the economic vitality by improving the appearance and cleanliness in an effort to increase commerce, increase building occupancy and lease rates and to attract more customers and pedestrians.

All assessed parcels in the District are commercial use (retail, office, parking, grocery, restaurant and banking), as defined by the Los Angeles County Assessor's Office. All individually assessed commercial parcels specially benefit from all the District activities by improving the appearance and cleanliness and are intended to attract more consumers, employees, tenants and investors thereby achieving the District goals.

Image Enhancement, Sanitation and Beautification

These services benefit each individually assessed commercial parcel within the District by providing a clean, safer and beautiful environment. This is achieved through providing the special benefits of sidewalk sweeping, weed removal, graffiti removal, plant watering, holiday decorations, tree lighting, trash removal, median landscaping and flower pot watering. Sidewalk sweeping is a special benefit because dirty sidewalks are a deterrent to customers. Weed removal is a special benefit because weeds are a deterrent to customers. Graffiti removal is a

special benefit because graffiti is a deterrent to customers. Plant watering is a special benefit because it provides beauty to the area. Holiday decorations are a special benefit because they provide a festive and attractive environment to the District. Tree lighting is a special benefit because it provides a quaint atmosphere at night to attract consumers. Trash removal is a special benefit because trash on the sidewalk would be a deterrent to customers. Median landscaping is a special benefit because it keeps the District landscaped, pruned and watered. Flower pot watering is a special benefit because the beautiful flowers provide an attractive environment to attract consumers. These services create the environment needed to achieve the District goals. All specially benefitted parcels will be assessed based on their proportional share of the special benefits received from the District activities.

Administration
The District administration services provide an efficient and effective management structure to oversee and facilitate all the services listed above. All individually assessed commercial parcels benefit from a well-managed District so that the parcel assessments and investments are spent efficiently so that each parcel receives maximum special benefit.

Publicly Owned Parcels: There are currently no publicly owned parcels within the boundaries of the District.

General Benefit Analysis

As required by the State Constitution Article XIIID Section 4(a), the general benefits of an assessment district must be quantified and separated out so that the cost of the activities that are attributed to general benefit are deducted from the cost assessed against each specially benefitted parcel. General benefits are benefits from the District activities and improvements that are not special in nature, are not "particular and distinct" and are not over and above the benefits that other parcels receive. This analysis will evaluate and determine the level of general benefits that (1) parcels outside of District may receive, and (2) the public at large may receive.

General Benefit to Parcels Outside of District

All the District activities and improvements are provided to each of the individual assessed parcels in the District boundary. No District activities will be specifically provided to any parcel outside of the District boundary. The Landscaping, Sanitation and Beautification activities are site specific and will not be provided to any parcel outside of the District boundary and therefore not subject to providing unintentional spillover benefit to parcels outside the District boundary. However, it is conceivable to conclude that some parcels outside of the District boundary may receive some spillover benefit from the Image Enhancement activities as a visitor may not be able to determine whether a parcel is in the District boundary or not.

In the case of the District, the parcels considered outside of the District's boundary that may receive a general benefit are those parcels that are immediately adjacent to or immediately across the street from where the District services are delivered. In order to calculate the general benefit parcels adjacent to the Village at Sherman Oaks District may receive, the percentage of each District activity budget attributed to these parcels must be determined. The table below shows the budgets for each of the District activities that may have spillover benefit and their respective percentage of the total District budget. We then need to apply a Relative Benefit factor to each of the activities accounting for the potential benefit parcels outside of the district may receive. The relative benefit factor is a basic unit of measure that compares the

benefit that parcels within the District receive compared to parcels outside of the District boundary. Since the parcels in the District boundary receive 100% of the activities and special benefit they are assigned a relative benefit factor of 1.0 for each District activity. Parcels outside of the district boundary do not directly receive any District activity and thus, are assigned a relative benefit factor less than 1.0 for each District activity. There is no scientific method to determine the relative benefit factors, however in our professional experience of over 50 years as a Registered Civil Engineer the relative benefit factors are reasonable to conclude.

In the case of the Sherman Oaks District each of the activities under Image Enhancement i.e. streetscape improvements, banner or holiday decor, additional street furniture, landscaping projects, pedestrian or tree lighting, special events and capital improvements benefit all parcels in the District as these activities strictly target and improve the parcels within the District boundary, and will not be provided to any parcel outside of the District boundary. However, Image Enhancement may have some spillover benefit to parcels immediately adjacent to the District boundary as a visitor may not be able to discern whether a parcel is in the District boundary or not. Therefore based upon our experience, Image Enhancement receives a relative benefit factor of 0.50 which we believe to be a reasonable factor for parcels outside of the district boundary that do not directly receive this activity and not specially benefitted.

The relative benefit factor is then multiplied by the District activity's budget percentage to determine the overall benefit factor. The following table illustrates this calculation.

District Activities Budget:	**Budget**	**Percent of Total**	**x**	**Relative Benefit ***	**=**	**Benefit Factor**
Budget for Image Enhancement:	$26,814	23.45%		0.50		0.11725
TOTAL District Assessment Budget:	$114,344					0.11725

The parcels outside of the District boundary are assigned a total benefit factor of 0.11725 to account for the fact that they may benefit from the Image Enhancement activities that may encourage commerce not only within the District boundary but immediately adjacent to it.

There are 80 parcels within the District boundary, all of which receive a benefit factor of 1.00 acknowledging that they receive 100% special benefit from the District activities. There are 18 parcels outside of the District boundary that receive a benefit factor of 0.11725. To calculate the general benefit percentage, multiply the number of parcels by their respective benefit factor to equal the total number of benefit units respectively. Then, divide the total benefit units for parcels outside of the district boundary by the sum total of total benefit units to equal the general benefit percentage. The table below shows the calculation for the general benefit percentage.

	No. of Parcels	**Benefit Factor**	**Total Benefit Units**
No. of parcels in District:	80	1.00	80.00
No. of parcels adjacent to district boundary	18	0.11725	2.11
Total number of parcels	98		82.11

General Benefit to parcels outside of district boundary **2.57%**

(2.11/82.11)

All Calculations are rounded up or down to two decimal places.

General Benefit to the Public At Large

In addition to the general benefit to the parcels outside of the District boundary, there may be general benefits to the public at large, those people that are either in the District boundary and not specially benefitted from the activities or people outside of the District boundary that may benefit from the District activities. In the case of the District the public at large are those individuals that are within the District boundary that do not pay an assessment and do not specially benefit from the District activities. Since the main goal of the District is to increase pedestrian traffic and participation in commercial activity a determination is made by using a sampling of people in the District to determine whether they are there to conduct business or passing through the District.

To determine this, the Sherman Oaks BID conducted an intercept survey (see attached summary results) within the District boundary to determine to what degree respondents engage in any type of business activity that is represented through the district. The survey included 152 participants, and was conducted between October 31, 2013 and December 17, 2013 at separate locations within the District boundary. Locations included retail establishments on Ventura Blvd. between Van Nuys Boulevard and Cedros Avenue on both the North and South sides of the street. Additionally, surveys were conducted on Van Nuys Boulevard, between Ventura Boulevard and Hortense Street. All efforts were made to include an unbiased cross section of participants.

The first 7 questions of the survey asked the respondent if they are likely, either today or at any point in the future, to engage in any type of commerce activity that is represented through the district, for example; going to a restaurant; shop or visit a retailer; attend a movie; conduct personal business, e.g. visit a banking, beauty salon, tailor, dry cleaner; pay to park a car; attend a class. Of the 152 surveys, 0 responded that they are not currently or will never engage in commerce. What this indicates is that 100% of the respondents intended to engage in some sort of business activity within the District boundary. Therefore, 0.0% (0 divided by 152) represents the general benefit to the public at large. However, to be conservative it is reasonable to conclude that there may be a nominal benefit to the public at large that's not accounted for in the survey. Therefore, we are applying a general benefit of 0.25% to the public at large.

Total General Benefits

Using the sum of the two (2) measures of general benefit previously described (2.57 + 0.25), we find that approximately 2.82% of the benefits conferred by the District activities may be general in nature and will be funded from sources other than special assessments. The table below summarizes the total general benefit.

	General Benefit %
Parcels Outside of District	2.57%
Public at Large	0.25%
Total General Benefit	**2.82%**

SECTION F: COST ESTIMATE

2015 Operating Budget

The Sherman Oaks 2015 calendar year operating budget takes into consideration:

1. The improvements and activities needed to provide special benefits to each individual parcel within the District boundary (Section B),
2. The parcels that specially benefit from said improvements and activities (Section C), and
3. The costs associated with the special and general benefits conferred (Section E).
4. Any annual (year-to-year) budget surplus that will be rolled into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses that are carried forward.

EXPENDITURES	TOTAL
Image Enhancement/Special Projects	$26,813.67
Landscaping, Sanitation, Beautification	$51,752.09
Administration/Uncollected Assessment	$35,778.24

Total Expenditures	$114,344.00
REVENUES	
Assessment Revenues	$111,119.50
Non-assessment (General Benefit) Revenue, 2.82% (1)	$3,224.50
Total Revenues	$114,344.00
(1) Other non-assessment funding to cover the cost associated with general benefit.	

Budget Notations

1. The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments will be subject to an annual increase of up to 3% per year to address changes in the cost of providing services. The actual amount of increase will be determined by the Owners Association and will vary between 0% and 3% in any given year. Any change will be approved by the owner's association board of directors and submitted to the City within its annual planning report.

SECTION G: APPORTIONMENT METHOD

In order to assess for the special benefit each parcel receives from the District activities a number of factors enter into the determination of how much weight is to be given to each assessment variable; lot square footage and linear street frontage. Historical data was reviewed from the last two renewals in 2004 and 2009 which provided details as to the type and level of service delivery to each individual assessed parcel. The most emphasis is placed on each parcel's linear street frontage because the special benefits of image enhancement, special projects and cleaning services are realized by its exposure of frontage on the street. Sixty two percent (62%) of the budget is assessed against linear street frontage. The second most emphasis is placed on gross lot square footage due to the long-term value impacts of special benefits in the District. Thirty eight percent (38%) of the budget is assessed against gross lot square footage.

The table below summarizes the assessable footages for the lot square footage and linear frontage:

Variables	District Total
Lot Square Footage	1,375,883
Linear Street Frontage	6,264

Calculation of Assessments
Based on the special benefit factors, assessable footages for each variable plus the proposed budget allocated to each variable, all of which are discussed above, the following illustrates the first year's maximum annual assessment per lot square foot plus linear street foot.

Assessment Rate Calculation:

Lot Square Footage Assessment ($111,119.50 x 38% / 1,375,883 lot sq ft)

Linear Front Footage Assessment ($111,119.50 x 62% / 6,264 linear front ft)

First Year Annual BID Assessment Rates

Property Variable	Total in District	First Year Annual Costs	Revenue Generated by Variable, First Year
Lot Size (38%)	1,375,883 Gross Square Feet	$0.03068968	$42,225.41
Linear Frontage (62%)	6,264 linear feet	$10.9984	$68,894.09
			$111,119.50

For example, to calculate the assessment for a parcel with 1,000 square feet of parcel and 50 linear feet = (lot square footage x lot square foot assessment rate) + (plus parcel linear frontage x linear frontage assessment rate) = the total annual parcel assessment.

(1,000 x $0.03068968) + (50 x $10.9984) =
$30.69 + $549.92 = $580.61 initial annual parcel assessment

The assessment calculation is the same for every parcel in the District.

Maximum Annual Assessment Adjustments

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. Assessments will be subject to an annual increase of up to 3% per year to address changes in the cost of providing services. The actual amount of increase will be determined by the Owners Association and will vary between 0% and 3% in any given year. Any change will be approved by the owner's association board of directors and submitted to the City within its annual planning report.

Budget Adjustment

Any annual budget surplus will be rolled into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses that are carried forward. Funds from an expired District shall be rolled over into the new District if one is established, or returned to the property owners if one is not established, in accordance with the Streets and Highways Code section 36671. Any funds remaining after the fifth year of operation will be rolled over into the renewal budget or returned to stakeholders, as determined by the Board of Directors. Furthermore, if the funds are available, costs for renewal of the District may be expended. If the District is not renewed or terminated for any reason, any remaining funds will be returned to the property owners.

The cost of providing programs and services may vary depending on the market cost for those programs and services. Expenditures may require adjustment up or down to continue the intended level of programs and services. The owners association shall have the right to reallocate up to 10% of the budget allocation by line item within the budgeted categories. Any change will be approved by the owner's association board of directors and submitted within its annual planning report. The overall budget shall remain consistent with this Management District Plan, in accordance with the Streets and Highways Code section 36650.

If an error is discovered on a parcel's assessed footages, the District may investigate and correct the assessed footages after confirming the correction with the L.A. County Assessor Data and City Clerk's office. The correction may result in an increase or decrease to the parcels assessment.

Future Development

As a result of continued development, the District may experience the addition or subtraction of assessable commercial footage for parcels included and assessed within the District boundaries. The modification of parcel improvements assessed within the District may then change upwards or downwards the amount of total footage assessment for these parcels. In future years, the assessments for the special benefits bestowed upon the included District parcels may change in accordance with the assessment methodology formula listed in the

Management District Plan and Engineer's Report provided the assessment rate does not change. If the assessment formula changes, then a Proposition 218 ballot will be required to approve the changes, per CA Government Code 53753.

Time and Manner for Collecting Assessments

As provided by State law, the District assessment will appear as a separate line item on annual property tax bills prepared by the County of Los Angeles. The Los Angeles City Clerk's office may direct bill the first years assessment for all property owners and will direct bill any property owners whose special assessment does not appear on the tax rolls. The assessments shall be collected at the same time and in the same manner as for the ad valorem property tax paid to the County of Los Angeles. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the ad valorem property tax. Any funds received from accrued interest or delinquent payments will be expended in the budgeted categories. Any delinquent assessments owed for the first year will be added to the property tax roll for the following year. The "property owner" means any person shown as the owner/taxpayer on the last equalized assessment roll or otherwise known to be the owner/taxpayer by the City.

This assessment represents the benefit from the proposed activities and improvements. These assessments shall provide for the same lien priority and penalties for delinquent payment as is provided for the property tax.

Bond Issuance

The District will not issue Bonds.

SECTION H: ASSESSMENT ROLL

The total assessment amount for 2015 is $111,119.50 apportioned to each individual assessed parcel. For a complete listing of assessed parcels, please see the following table:

Map Key	APN	Frontage	Lot	Frontage $	Lot $	TOTAL	Total Percent
1	2265-001-001	127	35,719	$1,396.80	$1,096.20	$2,493.00	2.24%
2	2265-005-002	120	15,276	$1,319.81	$468.82	$1,788.63	1.61%
3	2265-005-003	30	3,838	$329.95	$117.79	$447.74	0.40%
4	2265-005-004	30	3,838	$329.95	$117.79	$447.74	0.40%
5	2265-005-005	60	7,667	$659.91	$235.30	$895.20	0.81%
6	2265-005-006	60	7,667	$659.91	$235.30	$895.20	0.81%
7	2265-005-007	30	3,838	$329.95	$117.79	$447.74	0.40%
8	2265-005-008	30	3,838	$329.95	$117.79	$447.74	0.40%
9	2265-005-009	30	3,838	$329.95	$117.79	$447.74	0.40%
10	2265-005-010	40	5,066	$439.94	$155.47	$595.41	0.54%
11	2265-005-011	51	6,569	$560.92	$201.60	$762.52	0.69%
12	2265-005-024	106	15,290	$1,165.83	$469.25	$1,635.08	1.47%
13	2265-010-001	61	7,792	$670.90	$239.13	$910.04	0.82%
14	2265-010-002	60	7,667	$659.91	$235.30	$895.20	0.81%
15	2265-010-003	30	3,838	$329.95	$117.79	$447.74	0.40%
16	2265-010-004	30	3,838	$329.95	$117.79	$447.74	0.40%
17	2265-010-005	30	3,838	$329.95	$117.79	$447.74	0.40%
18	2265-010-006	30	3,838	$329.95	$117.79	$447.74	0.40%
19	2265-010-007	30	3,838	$329.95	$117.79	$447.74	0.40%
20	2265-010-010	60	7,667	$659.91	$235.30	$895.20	0.81%
21	2265-010-011	60	7,667	$659.91	$235.30	$895.20	0.81%
22	2265-010-012	237	15,120	$2,606.63	$464.03	$3,070.65	2.76%
23	2265-010-013	130	25,400	$1,429.79	$779.52	$2,209.31	1.99%
24	2265-010-022	90	11,469	$989.86	$351.98	$1,341.84	1.21%
25	2265-011-001	100	10,938	$1,099.84	$335.68	$1,435.53	1.29%
26	2265-011-003	30	3,746	$329.95	$114.96	$444.92	0.40%
27	2265-011-004	30	3,746	$329.95	$114.96	$444.92	0.40%
28	2265-011-006	30	3,746	$329.95	$114.96	$444.92	0.40%
29	2265-011-008	60	7,497	$659.91	$230.08	$889.99	0.80%
30	2265-011-010	30	3,746	$329.95	$114.96	$444.92	0.40%
31	2265-011-012	60	7,500	$659.91	$230.17	$890.08	0.80%
32	2265-011-013	30	3,746	$329.95	$114.96	$444.92	0.40%
33	2265-011-016	60	7,500	$659.91	$230.17	$890.08	0.80%
34	2265-011-018	60	7,500	$659.91	$230.17	$890.08	0.80%
35	2265-011-020	60	7,500	$659.91	$230.17	$890.08	0.80%
36	2265-011-022	60	7,500	$659.91	$230.17	$890.08	0.80%
37	2265-011-024	30	3,746	$329.95	$114.96	$444.92	0.40%
38	2265-011-026	30	3,746	$329.95	$114.96	$444.92	0.40%

Map Key	APN	Frontage	Lot	Frontage $	Lot $	TOTAL	Total Percent
39	2265-011-027	30	3,746	$329.95	$114.96	$444.92	0.40%
41	2265-011-032	30	3,746	$329.95	$114.96	$444.92	0.40%
42	2265-011-033	30	3,746	$329.95	$114.96	$444.92	0.40%
43	2265-011-035	30	3,746	$329.95	$114.96	$444.92	0.40%
44	2265-011-037	30	3,746	$329.95	$114.96	$444.92	0.40%
45	2265-011-039	90	11,247	$989.86	$345.17	$1,335.02	1.20%
40	2265-011-042	60	7,500	$659.91	$230.17	$890.08	0.80%
46	2265-013-004	45	4,735	$494.93	$145.32	$640.24	0.58%
47	2265-013-005	55	5,785	$604.91	$177.54	$782.45	0.70%
48	2265-013-006	50	5,240	$549.92	$160.81	$710.73	0.64%
49	2265-013-018	110	33,977	$1,209.83	$1,042.74	$2,252.57	2.03%
50	2265-013-019	220	66,647	$2,419.65	$2,045.38	$4,465.03	4.02%
51	2265-013-025	300	174,240	$3,299.53	$5,347.37	$8,646.90	7.78%
52	2265-013-026	128	89,734	$1,407.80	$2,753.91	$4,161.71	3.75%
53	2265-014-001	135	30,906	$1,484.79	$948.50	$2,433.28	2.19%
54	2265-014-010	96	174,240	$1,055.85	$5,347.37	$6,403.22	5.76%
55	2265-014-011	335	30,296	$3,684.47	$929.77	$4,614.24	4.15%
56	2265-014-012	98	27,844	$1,077.84	$854.52	$1,932.37	1.74%
57	2265-014-013	305	80,586	$3,354.52	$2,473.16	$5,827.68	5.24%
58	2265-014-014	66	22,259	$725.90	$683.12	$1,409.02	1.27%
59	2276-001-001	200	9,596	$2,199.68	$294.50	$2,494.18	2.24%
60	2276-001-002	40	4,796	$439.94	$147.19	$587.12	0.53%
61	2276-001-003	40	4,796	$439.94	$147.19	$587.12	0.53%
62	2276-001-004	40	4,796	$439.94	$147.19	$587.12	0.53%
63	2276-001-005	40	4,796	$439.94	$147.19	$587.12	0.53%
64	2276-001-006	40	4,796	$439.94	$147.19	$587.12	0.53%
65	2276-001-007	40	4,796	$439.94	$147.19	$587.12	0.53%
66	2276-001-008	104	12,480	$1,143.84	$383.01	$1,526.84	1.37%
67	2276-001-009	56	6,717	$615.91	$206.14	$822.05	0.74%
69	2276-001-012	50	5,998	$549.92	$184.08	$734.00	0.66%
70	2276-001-013	18	2,174	$197.97	$66.72	$264.69	0.24%
71	2276-001-014	42	5,022	$461.93	$154.12	$616.06	0.55%
72	2276-001-015	40	4,796	$439.94	$147.19	$587.12	0.53%
73	2276-001-016	120	14,397	$1,319.81	$441.84	$1,761.65	1.59%
68	2276-001-029	50	5,998	$549.92	$184.08	$734.00	0.66%
75	2276-002-068	100	15,000	$1,099.84	$460.35	$1,560.19	1.40%
76	2276-002-018	50	7,497	$549.92	$230.08	$780.00	0.70%
77	2276-002-019	50	7,497	$549.92	$230.08	$780.00	0.70%
78	2276-002-020	50	7,497	$549.92	$230.08	$780.00	0.70%
79	2276-002-030	115	31,210	$1,264.82	$957.82	$2,222.64	2.00%
74	2276-002-066	269	44,914	$2,958.57	$1,378.40	$4,336.97	3.90%
80	2276-003-036	235	85,775	$2,584.63	$2,632.41	$5,217.04	4.69%
		6,264	**1,375,883**	**$68,894.09**	**$42,225.41**	**$111,119.50**	**100.00%**

Survey Date

_____

(CIRCLE LOCATION)
LaReina Place (Starbucks)
Mad Bull
Baja Fresh
Sherman Oaks Shopping Center

Appendix A

Intercept Survey

Sherman Oaks Property-Based Business Improvement District Su

Interviewer Name: _____

(CIRCLE TIME)
10:00-11:00am, 11:01am-12:00pm, 12:01-1:00pm, 1:01pm-2:00pm,
2:01pm-3:00pm, 3:01pm-4:00pm, 4:01pm-5:00pm, 5:01pm-6:00pm, 6:01pm-7:00pm

Hello, my name is _____; I'm conducting a study of visitors to the SHERMAN OAKS Business Improvement District. We would like to ask you some questions that will just take a couple of minutes.

Do you *work* within the SHERMAN OAKS Business Improvement District? [SHOW MAP] Yes No

Now, I am going to read a list of **activities.** For each one I read, please tell me how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the SHERMAN OAKS BID. Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at **ANY point in the future**…

(CIRCLE ONE FOR EACH)	Very Likely	Somewhat Likely	Slightly Likely	Not at All Likely
1. Stroll or walk around OR simply wait to make a transit connection	1	2	3	4
2. Eat or drink at a restaurant, café, or bar	1	2	3	4
3. Shop, visit any supermarket or retailer?	1	2	3	4
4. Attend a movie	1	2	3	4
5. Conduct personal business like visit a banking, beauty salon, tailor, dry cleaner	1	2	3	4
6. Pay to park your car within the District	1	2	3	4
7. Attend a class within the District	1	2	3	4

Now, I am going to read a list of **features**. For each one I read, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.

(CIRCLE ONE FOR EACH)	Very Important	Somewhat Important	Just Slightly Important	Not at all Important
8. Cleanliness such as sidewalk sweeping	1	2	3	4
9. Trash pick-up and steam cleaning	1	2	3	4
10. Appearance, like plants, flowers and landscaping	1	2	3	4
11. New businesses and restaurants	1	2	3	4
12. Graffiti Removal	1	2	3	4

Sherman Oaks Property-Based Business Improvment District Survey

#1

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 5:53:50 PM
Last Modified: Wednesday, December 04, 2013 6:00:30 PM
Time Spent: 00:06:40
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in new businesses to fill up vacant stores.

Sherman Oaks Property-Based Business Improvment District Survey

#2

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:04:14 PM
Last Modified: Wednesday, December 04, 2013 6:07:19 PM
Time Spent: 00:03:05
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Affordable drop-off child care.

Sherman Oaks Property-Based Business Improvment District Survey

#3

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:07:25 PM
Last Modified: Wednesday, December 04, 2013 6:10:02 PM
Time Spent: 00:02:36
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More public parking/ eliminate valet parking and make businesses dedicate space to store front parking.

Sherman Oaks Property-Based Business Improvment District Survey

#4

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:10:08 PM
Last Modified: Wednesday, December 04, 2013 6:11:25 PM
Time Spent: 00:01:17
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#5

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:11:35 PM
Last Modified: Wednesday, December 04, 2013 6:12:50 PM
Time Spent: 00:01:14
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#6 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:12:59 PM
Last Modified: Wednesday, December 04, 2013 6:15:09 PM
Time Spent: 00:02:09
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#7 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:15:18 PM
Last Modified: Wednesday, December 04, 2013 6:16:29 PM
Time Spent: 00:01:10
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#8

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:16:39 PM
Last Modified: Wednesday, December 04, 2013 6:17:35 PM
Time Spent: 00:00:56
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#9

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:17:41 PM
Last Modified: Wednesday, December 04, 2013 6:18:42 PM
Time Spent: 00:01:01
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#10

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:18:51 PM
Last Modified: Wednesday, December 04, 2013 6:21:03 PM
Time Spent: 00:02:11
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#11

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:21:07 PM
Last Modified: Wednesday, December 04, 2013 6:22:05 PM
Time Spent: 00:00:58
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#12 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:22:15 PM
Last Modified: Wednesday, December 04, 2013 6:23:01 PM
Time Spent: 00:00:46
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#13

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:23:14 PM
Last Modified: Wednesday, December 04, 2013 6:25:02 PM
Time Spent: 00:01:48
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a Homeless shelter/ salvation army.

Sherman Oaks Property-Based Business Improvment District Survey

#14 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:25:08 PM
Last Modified: Wednesday, December 04, 2013 6:26:14 PM
Time Spent: 00:01:05
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#15

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:26:21 PM
Last Modified: Wednesday, December 04, 2013 6:27:46 PM
Time Spent: 00:01:24
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More Bars.

Sherman Oaks Property-Based Business Improvment District Survey

#16 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 6:27:51 PM
Last Modified: Wednesday, December 04, 2013 6:34:15 PM
Time Spent: 00:06:23
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/03/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Not at All Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#17

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:00:27 PM
Last Modified: Wednesday, December 04, 2013 9:01:55 PM
Time Spent: 00:01:28
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#18 COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:02:02 PM
Last Modified: Wednesday, December 04, 2013 9:03:29 PM
Time Spent: 00:01:27
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#19

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:03:36 PM
Last Modified: Wednesday, December 04, 2013 9:04:42 PM
Time Spent: 00:01:06
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#20 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:04:51 PM
Last Modified: Wednesday, December 04, 2013 9:05:33 PM
Time Spent: 00:00:41
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#21 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:05:42 PM
Last Modified: Wednesday, December 04, 2013 9:06:32 PM
Time Spent: 00:00:50
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#22

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:06:45 PM
Last Modified: Wednesday, December 04, 2013 9:08:03 PM
Time Spent: 00:01:18
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Not at All Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#23

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:08:10 PM
Last Modified: Wednesday, December 04, 2013 9:09:15 PM
Time Spent: 00:01:05
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in mixed-use residential.

Sherman Oaks Property-Based Business Improvment District Survey

#24 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:09:20 PM
Last Modified: Wednesday, December 04, 2013 9:10:34 PM
Time Spent: 00:01:13
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More street fairs and farmer's markets.

Sherman Oaks Property-Based Business Improvment District Survey

#25

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:10:43 PM
Last Modified: Wednesday, December 04, 2013 9:13:01 PM
Time Spent: 00:02:18
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More banking options and ATM's.

Sherman Oaks Property-Based Business Improvment District Survey

#26

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:13:44 PM
Last Modified: Wednesday, December 04, 2013 9:15:52 PM
Time Spent: 00:02:07
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More ATM's

Sherman Oaks Property-Based Business Improvment District Survey

#27

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:15:56 PM
Last Modified: Wednesday, December 04, 2013 9:17:13 PM
Time Spent: 00:01:16
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/30/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in new businesses to fill up vacant stores.

Sherman Oaks Property-Based Business Improvment District Survey

#28 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:17:40 PM
Last Modified: Wednesday, December 04, 2013 9:19:23 PM
Time Spent: 00:01:42
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Lower the cost of parking.

Sherman Oaks Property-Based Business Improvment District Survey

#29

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:19:28 PM
Last Modified: Wednesday, December 04, 2013 9:20:13 PM
Time Spent: 00:00:44
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#30 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:20:20 PM
Last Modified: Wednesday, December 04, 2013 9:21:46 PM
Time Spent: 00:01:25
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in an animal retail store, like Petco or PetSmart.

Sherman Oaks Property-Based Business Improvment District Survey

#31 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:21:55 PM
Last Modified: Wednesday, December 04, 2013 9:22:56 PM
Time Spent: 00:01:01
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#32 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:23:03 PM
Last Modified: Wednesday, December 04, 2013 9:23:45 PM
Time Spent: 00:00:41
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#33 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:23:52 PM
Last Modified: Wednesday, December 04, 2013 9:24:41 PM
Time Spent: 00:00:48
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#34 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:24:46 PM
Last Modified: Wednesday, December 04, 2013 9:26:42 PM
Time Spent: 00:01:55
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a weekend cleaning crew and focus on the areas closets to the bars.

Sherman Oaks Property-Based Business Improvment District Survey

#35

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:26:47 PM
Last Modified: Wednesday, December 04, 2013 9:28:32 PM
Time Spent: 00:01:45
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more causal, affordable restaurants with artistic atmosphere.

Sherman Oaks Property-Based Business Improvment District Survey

#36

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:28:37 PM
Last Modified: Wednesday, December 04, 2013 9:29:11 PM
Time Spent: 00:00:34
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#37 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:29:17 PM
Last Modified: Wednesday, December 04, 2013 9:30:08 PM
Time Spent: 00:00:50
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#38 COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:30:14 PM
Last Modified: Wednesday, December 04, 2013 9:30:58 PM
Time Spent: 00:00:44
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#39 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:31:06 PM
Last Modified: Wednesday, December 04, 2013 9:33:35 PM
Time Spent: 00:02:28
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more acting and dance studios.

#40

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:33:40 PM
Last Modified: Wednesday, December 04, 2013 9:35:09 PM
Time Spent: 00:01:29
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more acting and dance studios.

Sherman Oaks Property-Based Business Improvment District Survey

#41 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:35:15 PM
Last Modified: Wednesday, December 04, 2013 9:36:07 PM
Time Spent: 00:00:52
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a music venue.

Sherman Oaks Property-Based Business Improvment District Survey

#42

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:36:13 PM
Last Modified: Wednesday, December 04, 2013 9:37:40 PM
Time Spent: 00:01:26
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a music venue.

Sherman Oaks Property-Based Business Improvment District Survey

#43

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:37:44 PM
Last Modified: Wednesday, December 04, 2013 9:39:03 PM
Time Spent: 00:01:19
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#44 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:39:10 PM
Last Modified: Wednesday, December 04, 2013 9:40:29 PM
Time Spent: 00:01:19
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#45

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:41:02 PM
Last Modified: Wednesday, December 04, 2013 9:42:35 PM
Time Spent: 00:01:33
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a 24hr restaurant/ after-hours venue.

Sherman Oaks Property-Based Business Improvment District Survey

#46

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:42:40 PM
Last Modified: Wednesday, December 04, 2013 9:43:27 PM
Time Spent: 00:00:46
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#47 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:43:31 PM
Last Modified: Wednesday, December 04, 2013 9:44:23 PM
Time Spent: 00:00:52
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#48

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:44:27 PM
Last Modified: Wednesday, December 04, 2013 9:45:05 PM
Time Spent: 00:00:38
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#49 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:45:12 PM
Last Modified: Wednesday, December 04, 2013 9:46:39 PM
Time Spent: 00:01:27
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in an after-hours lounge/cafe.

Sherman Oaks Property-Based Business Improvment District Survey

#50 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:46:51 PM
Last Modified: Wednesday, December 04, 2013 9:48:06 PM
Time Spent: 00:01:14
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more used-clothes store.

Sherman Oaks Property-Based Business Improvment District Survey

#51

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:48:10 PM
Last Modified: Wednesday, December 04, 2013 9:49:02 PM
Time Spent: 00:00:51
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#52

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:49:09 PM
Last Modified: Wednesday, December 04, 2013 9:50:38 PM
Time Spent: 00:01:29
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in vegan/vegetarian restaurants.

Sherman Oaks Property-Based Business Improvment District Survey

#53 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:50:42 PM
Last Modified: Wednesday, December 04, 2013 9:51:26 PM
Time Spent: 00:00:44
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/21/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#54 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:52:08 PM
Last Modified: Wednesday, December 04, 2013 9:53:00 PM
Time Spent: 00:00:51
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#55

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:53:09 PM
Last Modified: Wednesday, December 04, 2013 9:54:31 PM
Time Spent: 00:01:22
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in Book Stores and Sporting Goods Store.

Sherman Oaks Property-Based Business Improvment District Survey

#56

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:55:30 PM
Last Modified: Wednesday, December 04, 2013 9:56:46 PM
Time Spent: 00:01:15
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q9: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a segway rental station and more toyshops.

Sherman Oaks Property-Based Business Improvment District Survey

#57 COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:56:53 PM
Last Modified: Wednesday, December 04, 2013 9:57:27 PM
Time Spent: 00:00:33
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#58 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:57:32 PM
Last Modified: Wednesday, December 04, 2013 9:58:41 PM
Time Spent: 00:01:09
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Less tattoos parlors and shop shops.

Sherman Oaks Property-Based Business Improvment District Survey

#59 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 9:58:51 PM
Last Modified: Wednesday, December 04, 2013 10:00:07 PM
Time Spent: 00:01:15
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Not at All Important
10. Appearance, like plants, flowers and landscaping.	Not at All Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a homeless-shelter and food kitchen.

Sherman Oaks Property-Based Business Improvment District Survey

#60

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:00:13 PM
Last Modified: Wednesday, December 04, 2013 10:00:54 PM
Time Spent: 00:00:41
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#61

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:01:00 PM
Last Modified: Wednesday, December 04, 2013 10:02:31 PM
Time Spent: 00:01:30
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Would like to see a park or pocket-park in the area.

Sherman Oaks Property-Based Business Improvment District Survey

#62

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:02:39 PM
Last Modified: Wednesday, December 04, 2013 10:03:48 PM
Time Spent: 00:01:08
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Would like to see more street-events.

Sherman Oaks Property-Based Business Improvment District Survey

#63 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:03:52 PM
Last Modified: Wednesday, December 04, 2013 10:05:56 PM
Time Spent: 00:02:04
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Make the area safer for pedestrian-crossing.
Bring in a homeless-shelter.
More security.

Sherman Oaks Property-Based Business Improvment District Survey

#64

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:06:10 PM
Last Modified: Wednesday, December 04, 2013 10:07:45 PM
Time Spent: 00:01:35
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/14/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#65

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:08:15 PM
Last Modified: Wednesday, December 04, 2013 10:09:52 PM
Time Spent: 00:01:36
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Not at All Important
10. Appearance, like plants, flowers and landscaping.	Not at All Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#66 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:09:56 PM
Last Modified: Wednesday, December 04, 2013 10:10:37 PM
Time Spent: 00:00:41
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more ATM's.

Sherman Oaks Property-Based Business Improvment District Survey

#67

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:10:42 PM
Last Modified: Wednesday, December 04, 2013 10:12:08 PM
Time Spent: 00:01:26
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#68 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:12:15 PM
Last Modified: Wednesday, December 04, 2013 10:13:18 PM
Time Spent: 00:01:03
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#69 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:13:22 PM
Last Modified: Wednesday, December 04, 2013 10:14:18 PM
Time Spent: 00:00:55
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More fitness studios.

Sherman Oaks Property-Based Business Improvment District Survey

#70 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:14:25 PM
Last Modified: Wednesday, December 04, 2013 10:15:23 PM
Time Spent: 00:00:58
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a homeless-shelter.

Sherman Oaks Property-Based Business Improvment District Survey

#71

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:15:28 PM
Last Modified: Wednesday, December 04, 2013 10:16:13 PM
Time Spent: 00:00:44
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Not at All Important
9. Trash pick-up and steam cleaning.	Not at All Important
10. Appearance, like plants, flowers and landscaping.	Not at All Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#72 COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:16:17 PM
Last Modified: Wednesday, December 04, 2013 10:17:20 PM
Time Spent: 00:01:03
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more restaurants.

Sherman Oaks Property-Based Business Improvment District Survey

#73

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:17:27 PM
Last Modified: Wednesday, December 04, 2013 10:18:05 PM
Time Spent: 00:00:38
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#74 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:18:12 PM
Last Modified: Wednesday, December 04, 2013 10:18:47 PM
Time Spent: 00:00:34
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#75

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:19:15 PM
Last Modified: Wednesday, December 04, 2013 10:20:42 PM
Time Spent: 00:01:27
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a bookstore.

Sherman Oaks Property-Based Business Improvment District Survey

#76

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:21:06 PM
Last Modified: Wednesday, December 04, 2013 10:22:46 PM
Time Spent: 00:01:39
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in more bars/taverns/lounges.

Sherman Oaks Property-Based Business Improvment District Survey

#77

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:22:58 PM
Last Modified: Wednesday, December 04, 2013 10:24:31 PM
Time Spent: 00:01:32
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More parking behind businesses.

Sherman Oaks Property-Based Business Improvment District Survey

#78 COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:24:34 PM
Last Modified: Wednesday, December 04, 2013 10:25:14 PM
Time Spent: 00:00:39
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#79 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:25:24 PM
Last Modified: Wednesday, December 04, 2013 10:26:40 PM
Time Spent: 00:01:16
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a music venue.

Sherman Oaks Property-Based Business Improvment District Survey

#80 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:26:45 PM
Last Modified: Wednesday, December 04, 2013 10:28:15 PM
Time Spent: 00:01:30
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Not at All Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a 24hr massage center.

Sherman Oaks Property-Based Business Improvment District Survey

#81

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:28:19 PM
Last Modified: Wednesday, December 04, 2013 10:29:15 PM
Time Spent: 00:00:56
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#82

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:29:24 PM
Last Modified: Wednesday, December 04, 2013 10:30:13 PM
Time Spent: 00:00:49
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	6:01pm - 7:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#83

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:30:20 PM
Last Modified: Wednesday, December 04, 2013 10:31:17 PM
Time Spent: 00:00:56
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	6:01pm - 7:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Would like to see a LGBTQ event.

Sherman Oaks Property-Based Business Improvment District Survey

#84

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:31:23 PM
Last Modified: Wednesday, December 04, 2013 10:33:31 PM
Time Spent: 00:02:08
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	6:01pm - 7:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Fill in potholes down Ventura blvd.

Sherman Oaks Property-Based Business Improvment District Survey

#85

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:33:39 PM
Last Modified: Wednesday, December 04, 2013 10:34:23 PM
Time Spent: 00:00:44
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	6:01pm - 7:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#86

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:34:27 PM
Last Modified: Wednesday, December 04, 2013 10:35:33 PM
Time Spent: 00:01:06
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	6:01pm - 7:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More security.

Sherman Oaks Property-Based Business Improvment District Survey

#87

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:35:41 PM
Last Modified: Wednesday, December 04, 2013 10:36:26 PM
Time Spent: 00:00:45
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	7:01pm - 8:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More security.

Sherman Oaks Property-Based Business Improvment District Survey

#88 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:36:31 PM
Last Modified: Wednesday, December 04, 2013 10:37:43 PM
Time Spent: 00:01:12
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/12/2013

Q2: **Please choose the time range the survey was taken.**	7:01pm - 8:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More street-fairs.

Sherman Oaks Property-Based Business Improvment District Survey

#89

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:37:51 PM
Last Modified: Wednesday, December 04, 2013 10:38:56 PM
Time Spent: 00:01:04
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	1:01pm - 2:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#90 **COMPLETE**

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:39:04 PM
Last Modified: Wednesday, December 04, 2013 10:40:04 PM
Time Spent: 00:01:00
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	1:01pm - 2:00pm
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Just Slightly Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#91

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:40:13 PM
Last Modified: Wednesday, December 04, 2013 10:41:07 PM
Time Spent: 00:00:54
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#92

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:41:16 PM
Last Modified: Wednesday, December 04, 2013 10:41:56 PM
Time Spent: 00:00:40
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#93

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:42:01 PM
Last Modified: Wednesday, December 04, 2013 10:42:37 PM
Time Spent: 00:00:36
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#94

COMPLETE

Collector: Web Link (Web Link)
Started: Wednesday, December 04, 2013 10:42:42 PM
Last Modified: Wednesday, December 04, 2013 10:43:37 PM
Time Spent: 00:00:55
IP Address: 108.245.73.128

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 10/31/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Not at All Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#95

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 1:58:45 PM
Last Modified: Thursday, December 05, 2013 2:00:29 PM
Time Spent: 00:01:43
IP Address: 64.167.84.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/22/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Mad Bull
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#96 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:00:38 PM
Last Modified: Thursday, December 05, 2013 2:01:30 PM
Time Spent: 00:00:52
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/22/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Mad Bull
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#97

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:01:41 PM
Last Modified: Thursday, December 05, 2013 2:02:26 PM
Time Spent: 00:00:45
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/22/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Mad Bull
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Not at All Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#98

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:02:38 PM
Last Modified: Thursday, December 05, 2013 2:03:47 PM
Time Spent: 00:01:09
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#99

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:03:58 PM
Last Modified: Thursday, December 05, 2013 2:04:44 PM
Time Spent: 00:00:45
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Slightly Likely
3. Shop, visit any retailer?	Slightly Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Just Slightly Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#100

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:04:49 PM
Last Modified: Thursday, December 05, 2013 2:05:33 PM
Time Spent: 00:00:44
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#101

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:05:46 PM
Last Modified: Thursday, December 05, 2013 2:06:34 PM
Time Spent: 00:00:48
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/23/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Baja Fresh
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Not at All Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#102 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:06:40 PM
Last Modified: Thursday, December 05, 2013 2:07:31 PM
Time Spent: 00:00:50
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/24/2013

Q2: **Please choose the time range the survey was taken.**	10:00am - 11:00am
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#103

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:07:44 PM
Last Modified: Thursday, December 05, 2013 2:10:37 PM
Time Spent: 00:02:52
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/24/2013

Q2: **Please choose the time range the survey was taken.**	10:00am - 11:00am
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Slightly Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Bring in a homeless shelter and more security.

Sherman Oaks Property-Based Business Improvment District Survey

#104 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:10:44 PM
Last Modified: Thursday, December 05, 2013 2:12:06 PM
Time Spent: 00:01:21
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/24/2013

Q2: **Please choose the time range the survey was taken.**	10:00am - 11:00am
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Not at All Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Would like to see community branding.

Sherman Oaks Property-Based Business Improvment District Survey

#105

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, December 05, 2013 2:12:11 PM
Last Modified: Thursday, December 05, 2013 2:12:54 PM
Time Spent: 00:00:43
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 11/24/2013

Q2: **Please choose the time range the survey was taken.**	10:00am - 11:00am
Q3: **Survey Location**	LaReina Place (Starbucks)
Q4: **Interviewer Name**	Hakeem Park-Davis
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Somewhat Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#106 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:25:47 PM
Last Modified: Tuesday, December 17, 2013 1:27:03 PM
Time Spent: 00:01:15
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#107 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:27:15 PM
Last Modified: Tuesday, December 17, 2013 1:27:49 PM
Time Spent: 00:00:33
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#108

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:27:54 PM
Last Modified: Tuesday, December 17, 2013 1:28:33 PM
Time Spent: 00:00:38
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#109 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:28:41 PM
Last Modified: Tuesday, December 17, 2013 1:30:07 PM
Time Spent: 00:01:26
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#110 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:30:12 PM
Last Modified: Tuesday, December 17, 2013 1:32:45 PM
Time Spent: 00:02:33
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#111 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:32:54 PM
Last Modified: Tuesday, December 17, 2013 1:33:40 PM
Time Spent: 00:00:45
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#112

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:33:46 PM
Last Modified: Tuesday, December 17, 2013 1:34:27 PM
Time Spent: 00:00:40
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Not at All Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#113 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:34:32 PM
Last Modified: Tuesday, December 17, 2013 1:35:14 PM
Time Spent: 00:00:41
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#114 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:35:20 PM
Last Modified: Tuesday, December 17, 2013 1:36:07 PM
Time Spent: 00:00:46
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#115 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:36:13 PM
Last Modified: Tuesday, December 17, 2013 1:36:43 PM
Time Spent: 00:00:30
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#116 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:36:49 PM
Last Modified: Tuesday, December 17, 2013 1:37:29 PM
Time Spent: 00:00:39
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#117 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:37:35 PM
Last Modified: Tuesday, December 17, 2013 1:38:36 PM
Time Spent: 00:01:00
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#118 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:38:42 PM
Last Modified: Tuesday, December 17, 2013 1:39:27 PM
Time Spent: 00:00:44
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#119 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:39:32 PM
Last Modified: Tuesday, December 17, 2013 1:40:15 PM
Time Spent: 00:00:42
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#120

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:40:20 PM
Last Modified: Tuesday, December 17, 2013 1:41:00 PM
Time Spent: 00:00:39
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#121

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:41:07 PM
Last Modified: Tuesday, December 17, 2013 1:41:51 PM
Time Spent: 00:00:44
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/12/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: Survey Location	*Respondent skipped this question*
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#122 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:42:06 PM
Last Modified: Tuesday, December 17, 2013 1:42:53 PM
Time Spent: 00:00:46
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#123 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:43:01 PM
Last Modified: Tuesday, December 17, 2013 1:43:45 PM
Time Spent: 00:00:44
IP Address: 66.59.43.126

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Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#124 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:43:51 PM
Last Modified: Tuesday, December 17, 2013 1:44:24 PM
Time Spent: 00:00:32
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: Survey Location	*Respondent skipped this question*
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#125

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:44:29 PM
Last Modified: Tuesday, December 17, 2013 1:45:13 PM
Time Spent: 00:00:43
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Just Slightly Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#126

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:45:19 PM
Last Modified: Tuesday, December 17, 2013 1:45:53 PM
Time Spent: 00:00:34
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#127

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:45:59 PM
Last Modified: Tuesday, December 17, 2013 1:46:32 PM
Time Spent: 00:00:32
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#128 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:46:38 PM
Last Modified: Tuesday, December 17, 2013 1:47:14 PM
Time Spent: 00:00:35
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Slightly Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#129

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:47:21 PM
Last Modified: Tuesday, December 17, 2013 1:47:54 PM
Time Spent: 00:00:33
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#130 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:48:00 PM
Last Modified: Tuesday, December 17, 2013 1:48:33 PM
Time Spent: 00:00:33
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Not at All Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#131

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:48:39 PM
Last Modified: Tuesday, December 17, 2013 1:49:18 PM
Time Spent: 00:00:39
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Slightly Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Somewhat Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#132 COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:49:23 PM
Last Modified: Tuesday, December 17, 2013 1:49:59 PM
Time Spent: 00:00:36
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#133 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:50:06 PM
Last Modified: Tuesday, December 17, 2013 1:50:32 PM
Time Spent: 00:00:26
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#134

COMPLETE

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:50:37 PM
Last Modified: Tuesday, December 17, 2013 1:51:23 PM
Time Spent: 00:00:45
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#135 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:51:29 PM
Last Modified: Tuesday, December 17, 2013 1:51:56 PM
Time Spent: 00:00:27
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#136 **COMPLETE**

Collector: Web Link (Web Link)
Started: Tuesday, December 17, 2013 1:52:03 PM
Last Modified: Tuesday, December 17, 2013 1:52:51 PM
Time Spent: 00:00:47
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/15/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#137

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:02:22 AM
Last Modified: Thursday, January 02, 2014 9:15:34 AM
Time Spent: 00:13:12
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#138

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:18:08 AM
Last Modified: Thursday, January 02, 2014 9:19:09 AM
Time Spent: 00:01:01
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Not at All Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Somewhat Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#139 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:19:12 AM
Last Modified: Thursday, January 02, 2014 9:20:21 AM
Time Spent: 00:01:08
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	2:01pm - 3:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Plus-Size Retail.

Sherman Oaks Property-Based Business Improvment District Survey

#140 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:20:28 AM
Last Modified: Thursday, January 02, 2014 9:21:37 AM
Time Spent: 00:01:08
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

More Community Activities for Adults and Children.

Sherman Oaks Property-Based Business Improvment District Survey

#141

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:21:45 AM
Last Modified: Thursday, January 02, 2014 9:22:28 AM
Time Spent: 00:00:43
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	3:01pm - 4:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#142 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:22:37 AM
Last Modified: Thursday, January 02, 2014 9:24:41 AM
Time Spent: 00:02:03
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Would like to see a Metro line, Enhanced Community Character and Unified Signage.

Sherman Oaks Property-Based Business Improvment District Survey

#143 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:24:50 AM
Last Modified: Thursday, January 02, 2014 9:25:44 AM
Time Spent: 00:00:54
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Slightly Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Somewhat Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#144 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:25:56 AM
Last Modified: Thursday, January 02, 2014 9:26:49 AM
Time Spent: 00:00:53
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Italian Deli.

Sherman Oaks Property-Based Business Improvment District Survey

#145 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:26:56 AM
Last Modified: Thursday, January 02, 2014 9:27:51 AM
Time Spent: 00:00:55
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Very Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#146 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:27:58 AM
Last Modified: Thursday, January 02, 2014 9:29:38 AM
Time Spent: 00:01:40
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Mom & Pop Coffee Shop/Café.

Sherman Oaks Property-Based Business Improvment District Survey

#147 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:29:46 AM
Last Modified: Thursday, January 02, 2014 9:30:37 AM
Time Spent: 00:00:50
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Somewhat Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#148 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:30:49 AM
Last Modified: Thursday, January 02, 2014 9:31:24 AM
Time Spent: 00:00:35
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**	
Insert the following: 12/17/2013	
Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: Survey Location	*Respondent skipped this question*
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#149 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:31:39 AM
Last Modified: Thursday, January 02, 2014 9:32:38 AM
Time Spent: 00:00:59
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Not at All Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Very Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Very Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

Homeless Shelter.

Sherman Oaks Property-Based Business Improvment District Survey

#150

COMPLETE

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:32:46 AM
Last Modified: Thursday, January 02, 2014 9:33:30 AM
Time Spent: 00:00:43
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	4:01pm - 5:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Not at All Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Not at All Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Just Slightly Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Somewhat Important
12. Graffiti Removal	Just Slightly Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#151 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:33:34 AM
Last Modified: Thursday, January 02, 2014 9:34:29 AM
Time Spent: 00:00:54
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	No

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Very Likely
2. Eat or drink at a restaurant, Café, or bar?	Very Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Somewhat Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Somewhat Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Somewhat Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Very Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

Sherman Oaks Property-Based Business Improvment District Survey

#152 **COMPLETE**

Collector: Web Link (Web Link)
Started: Thursday, January 02, 2014 9:34:36 AM
Last Modified: Thursday, January 02, 2014 9:35:45 AM
Time Spent: 00:01:08
IP Address: 66.59.43.126

PAGE 1

Q1: **Please enter date the survey was taken.**

Insert the following: 12/17/2013

Q2: **Please choose the time range the survey was taken.**	5:01pm - 6:00pm
Q3: **Survey Location**	Sherman Oaks Shopping Center
Q4: **Interviewer Name**	Danielle Condit
Q5: **Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)**	Yes

Q6: **For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...**

1. Stroll or walk around OR simply wait to make a transit connection?	Somewhat Likely
2. Eat or drink at a restaurant, Café, or bar?	Somewhat Likely
3. Shop, visit any retailer?	Very Likely
4. Attend a Movie?	Very Likely
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	Very Likely
6. Pay to park your car within the District?	Slightly Likely
7. Attend a class within the district?	Not at All Likely

Q7: **For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.**

8. Cleanliness, such as sidewalk sweeping.	Very Important
9. Trash pick-up and steam cleaning.	Very Important
10. Appearance, like plants, flowers and landscaping.	Somewhat Important
11. New businesses and restaurants.	Not at All Important
12. Graffiti Removal	Very Important

Q8: **This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?**

No.

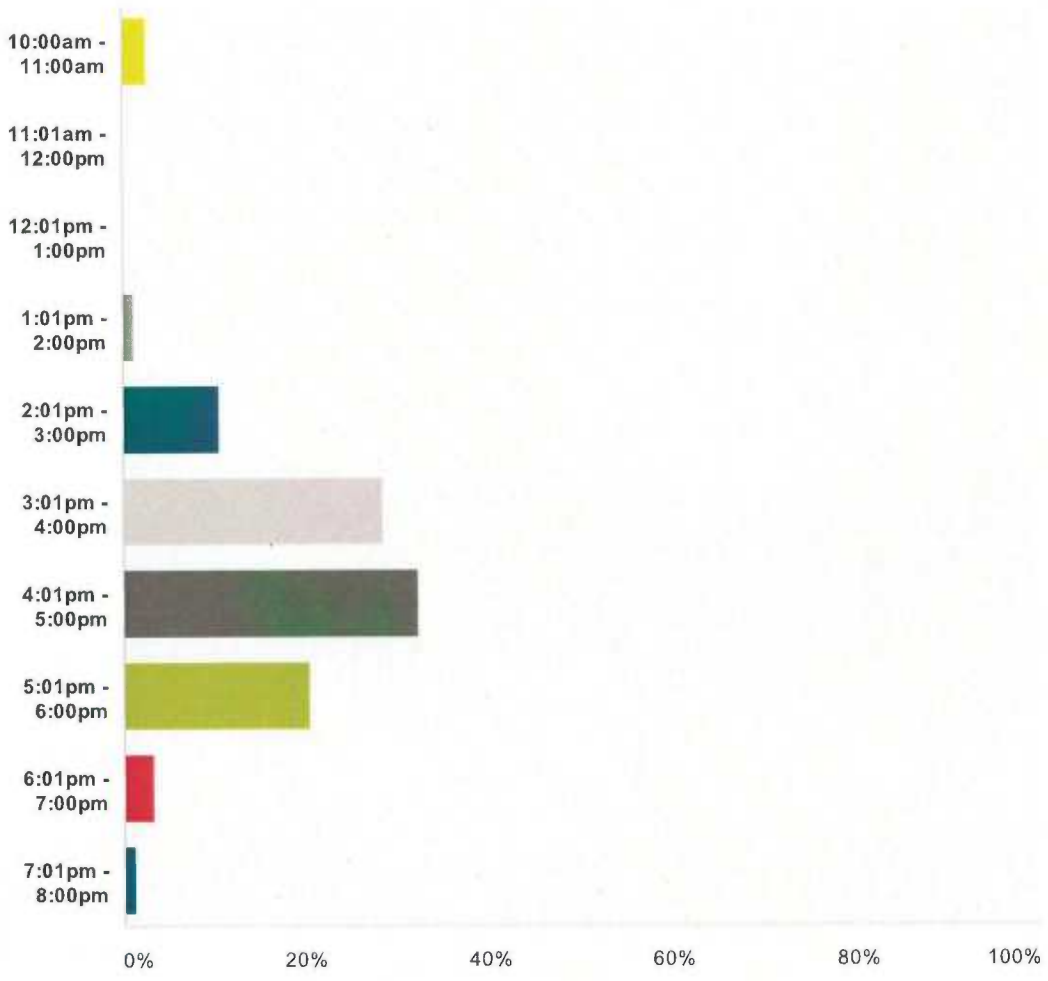
Q1 Please enter date the survey was taken.

Answered: 152 Skipped: 0

Answer Choices	Responses	
Insert the following:	100%	152

Q2 Please choose the time range the survey was taken.

Answered: 152 Skipped: 0

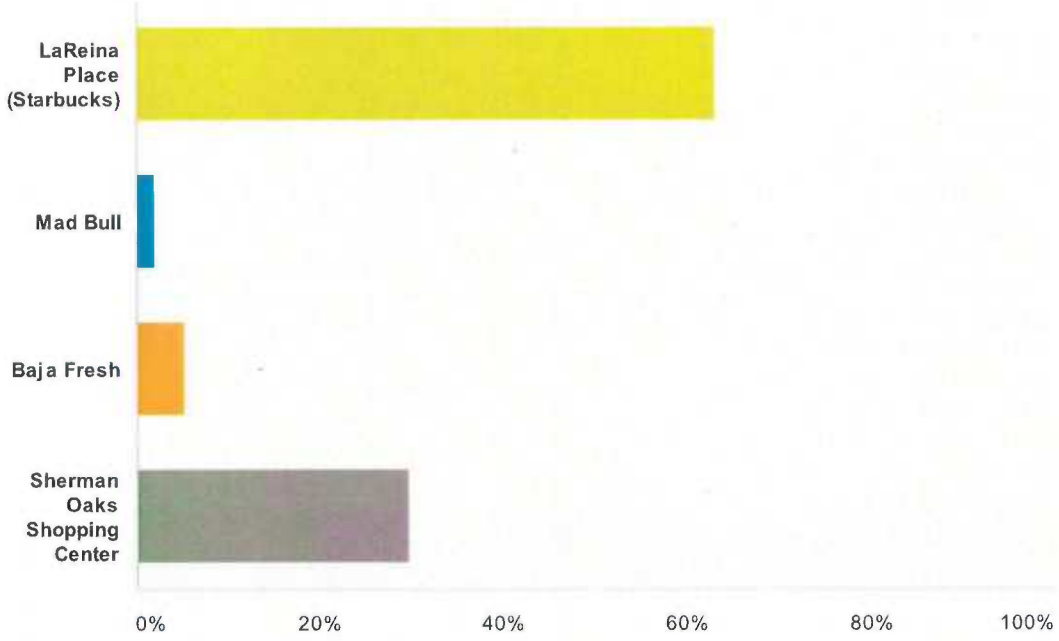


Answer Choices	Responses	
10:00am - 11:00am	2.63%	4
11:01am - 12:00pm	0%	0
12:01pm - 1:00pm	0%	0
1:01pm - 2:00pm	1.32%	2
2:01pm - 3:00pm	10.53%	16
3:01pm - 4:00pm	28.29%	43
4:01pm - 5:00pm	32.24%	49
5:01pm - 6:00pm	20.39%	31
6:01pm - 7:00pm	3.29%	5
7:01pm - 8:00pm	1.32%	2

Total	152

Q3 Survey Location

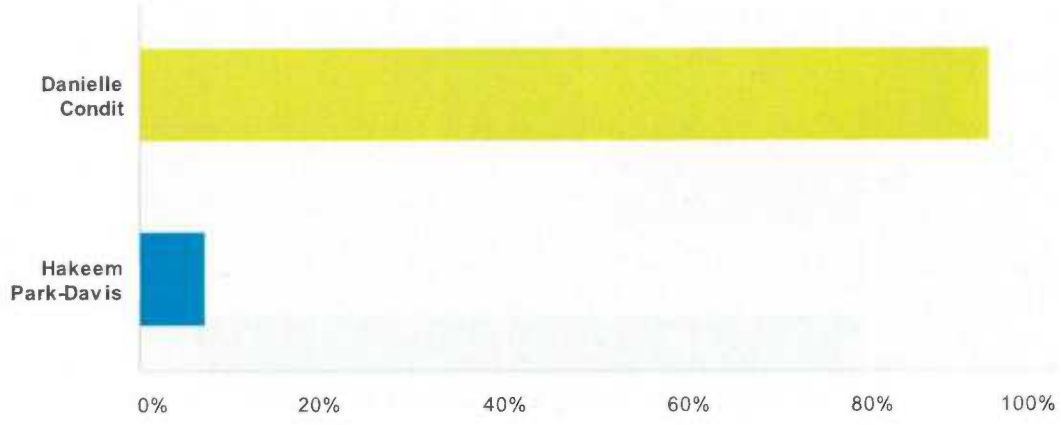
Answered: 149 Skipped: 3



Answer Choices	Responses	
LaReina Place (Starbucks)	**63.09%**	94
Mad Bull	**2.01%**	3
Baja Fresh	**5.37%**	8
Sherman Oaks Shopping Center	**29.53%**	44
Total		**149**

Q4 Interviewer Name

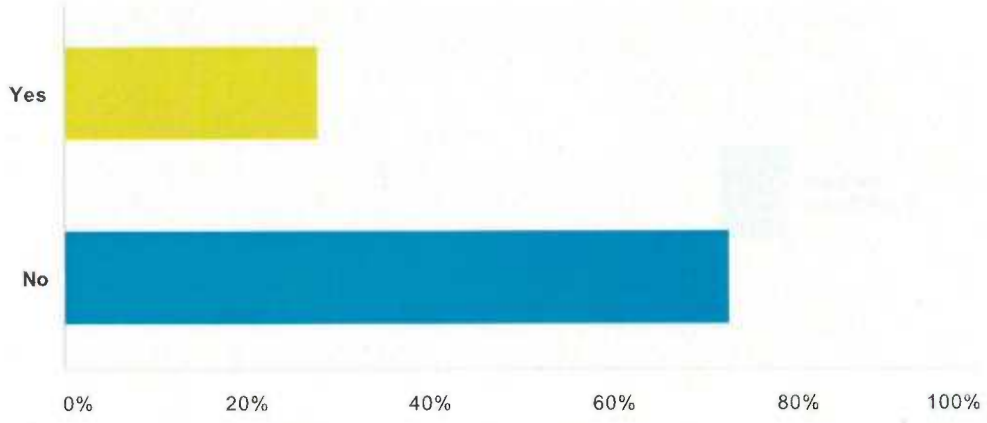
Answered: 152 Skipped: 0



Answer Choices	Responses	
Danielle Condit	92.76%	141
Hakeem Park-Davis	7.24%	11
Total		152

Q5 Do you work within the Sherman Oaks Property-Based Improvement District? (SHOW MAP)

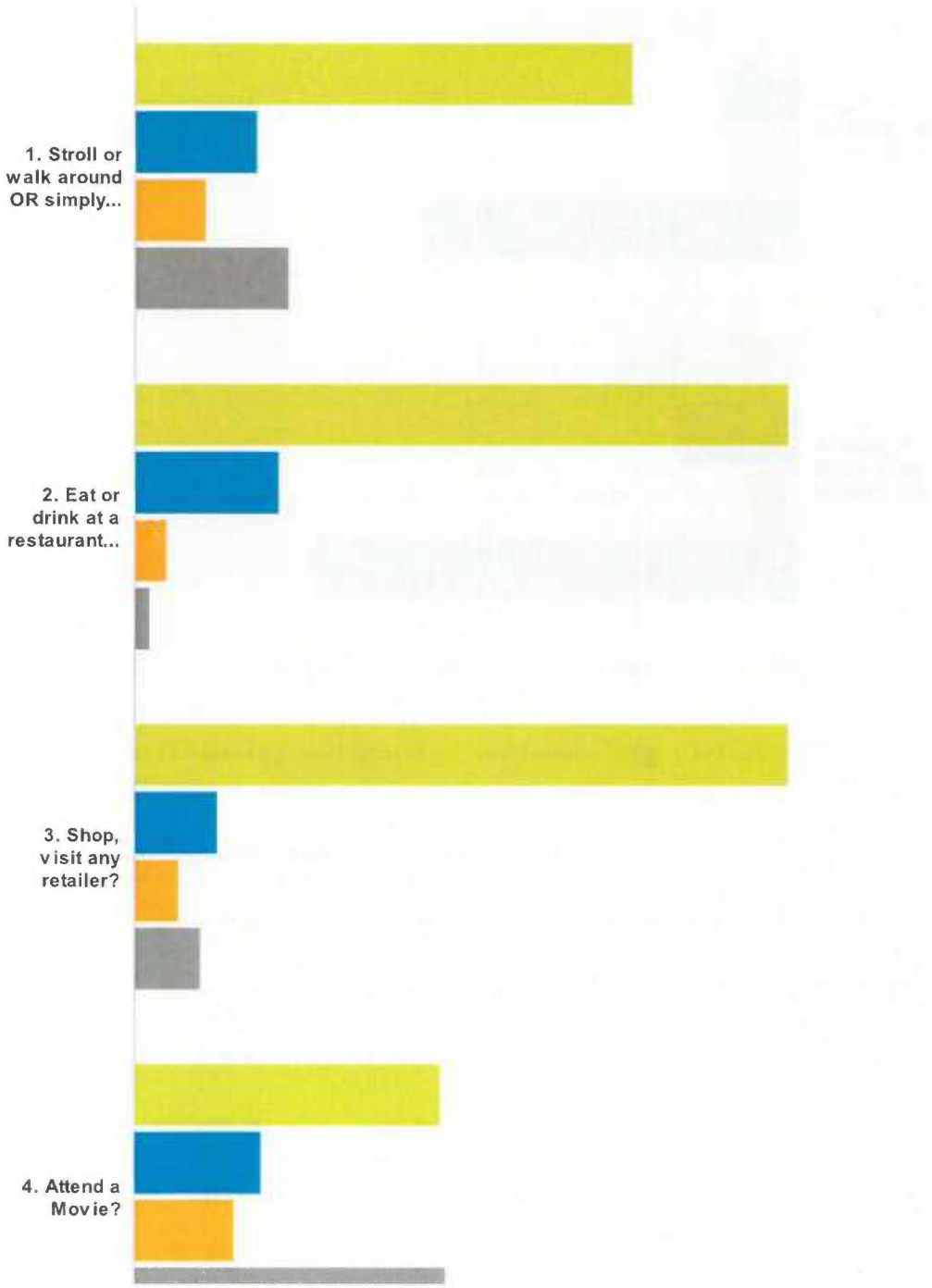
Answered: 152 Skipped: 0

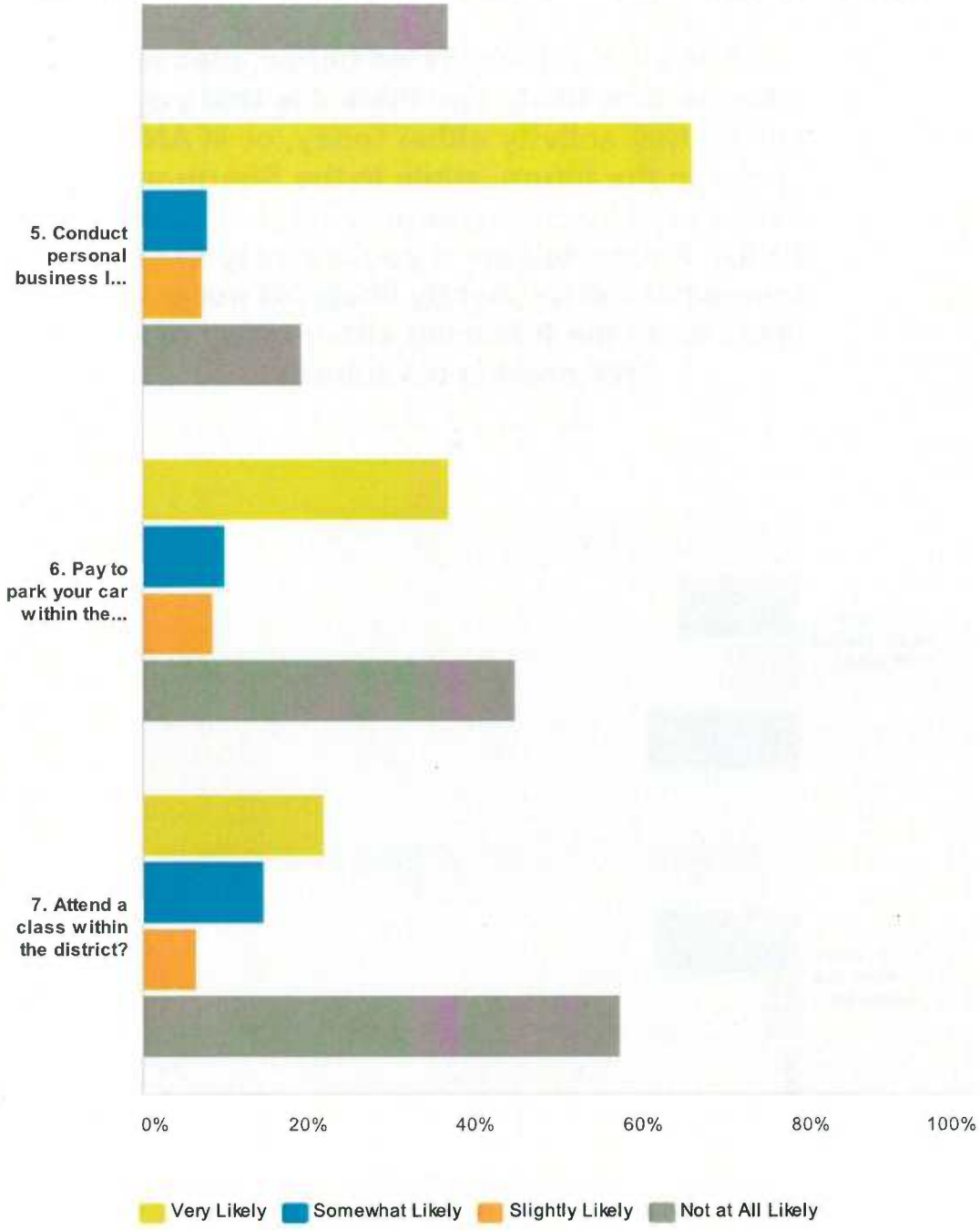


Answer Choices	Responses	
Yes	**27.63%**	42
No	**72.37%**	110
Total		**152**

Q6 For each activity listed below, please choose how likely you think it is that you will do that activity either today, or at ANY point in the future, while in the Sherman Oaks Property-Based Improvement District (PBID). Please tell me if you are very likely, somewhat likely, slightly likely, or not at all likely to do the following either today or at ANY point in the future...

Answered: 152 Skipped: 0



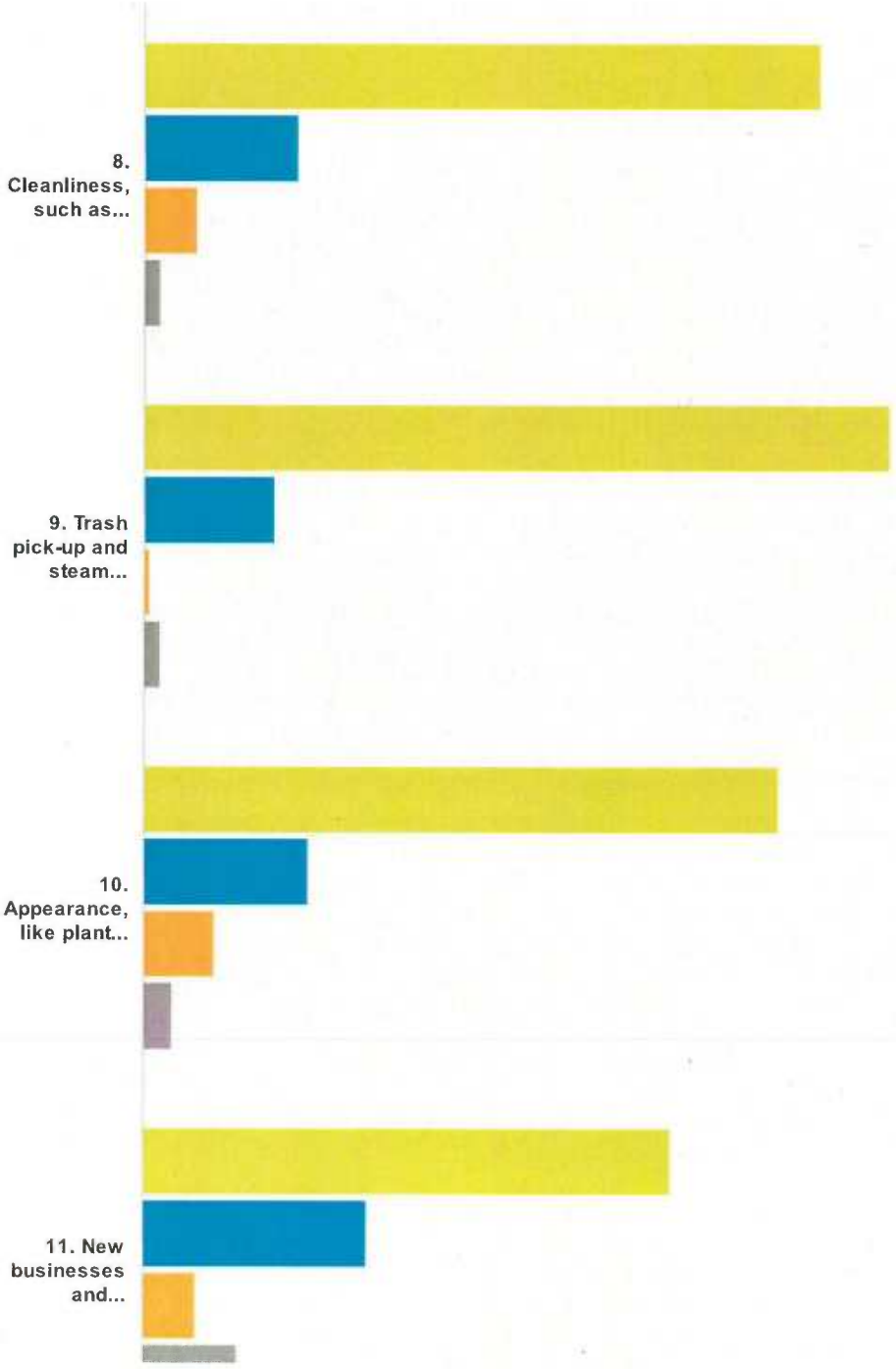


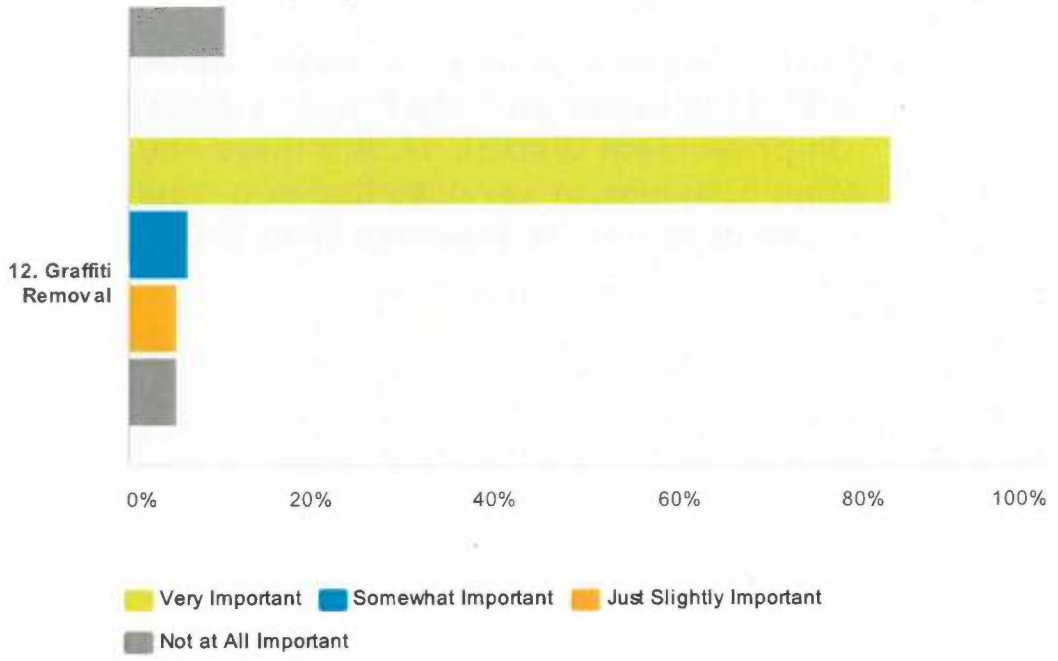
	Very Likely	Somewhat Likely	Slightly Likely	Not at All Likely	Total
1. Stroll or walk around OR simply wait to make a transit connection?	**58.55%** 89	**14.47%** 22	**8.55%** 13	**18.42%** 28	152
2. Eat or drink at a restaurant, Café, or bar?	**76.97%** 117	**17.11%** 26	**3.95%** 6	**1.97%** 3	152
3. Shop, visit any retailer?	**76.97%** 117	**9.87%** 15	**5.26%** 8	**7.89%** 12	152
4. Attend a Movie?	**36.18%** 55	**15.13%** 23	**11.84%** 18	**36.84%** 56	152
5. Conduct personal business like visit a bank, beauty salon, tailor, dry cleaner?	**65.79%** 100	**7.89%** 12	**7.24%** 11	**19.08%** 29	152
6. Pay to park your car within the District?	**36.84%**	**9.87%**	**8.55%**	**44.74%**	

6. Pay to park your car within the District?	56	15	13	68	152
7. Attend a class within the district?	**21.71%** 33	**14.47%** 22	**6.58%** 10	**57.24%** 87	152

Q7 For each feature below, please tell me how important each is to you when making your decision to engage in any of the activities you provided a "likely" response to. Please tell me if each of the following features Is very important, somewhat important, just slightly important or not at all important in making your decision to engage in any of the activities.

Answered: 152 Skipped: 0





	Very Important	Somewhat Important	Just Slightly Important	Not at All Important	Total
8. Cleanliness, such as sidewalk sweeping.	**75%** 114	**17.11%** 26	**5.92%** 9	**1.97%** 3	152
9. Trash pick-up and steam cleaning.	**82.89%** 126	**14.47%** 22	**0.66%** 1	**1.97%** 3	152
10. Appearance, like plants, flowers and landscaping.	**70.39%** 107	**18.42%** 28	**7.89%** 12	**3.29%** 5	152
11. New businesses and restaurants.	**58.55%** 89	**25%** 38	**5.92%** 9	**10.53%** 16	152
12. Graffiti Removal	**82.89%** 126	**6.58%** 10	**5.26%** 8	**5.26%** 8	152

Q8 This question is only for those who visit within the Sherman Oaks Property-Based Improvement District. 12. Are there any other activities or services that you would like to see in the Sherman Oaks BID?

Answered: 152 Skipped: 0